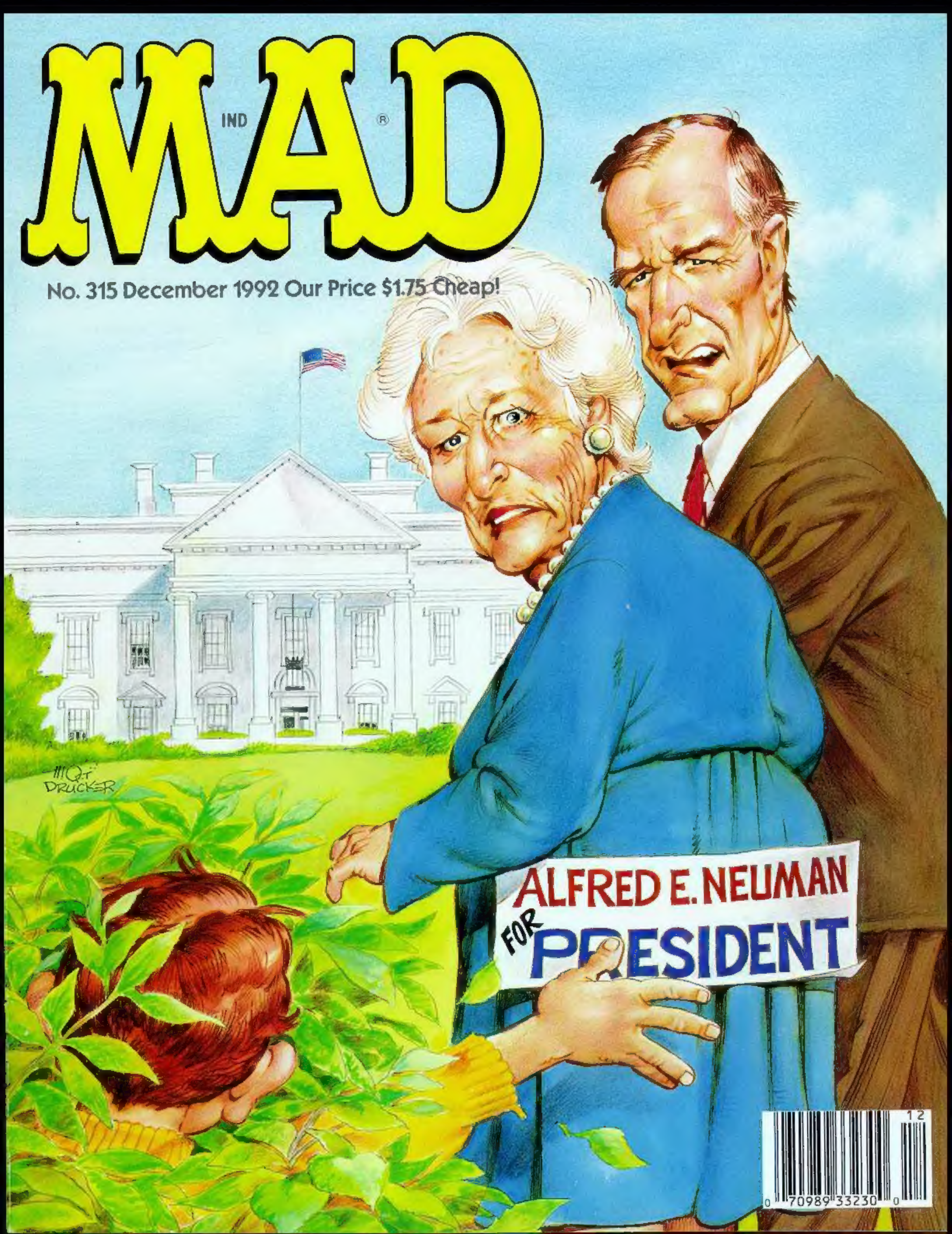
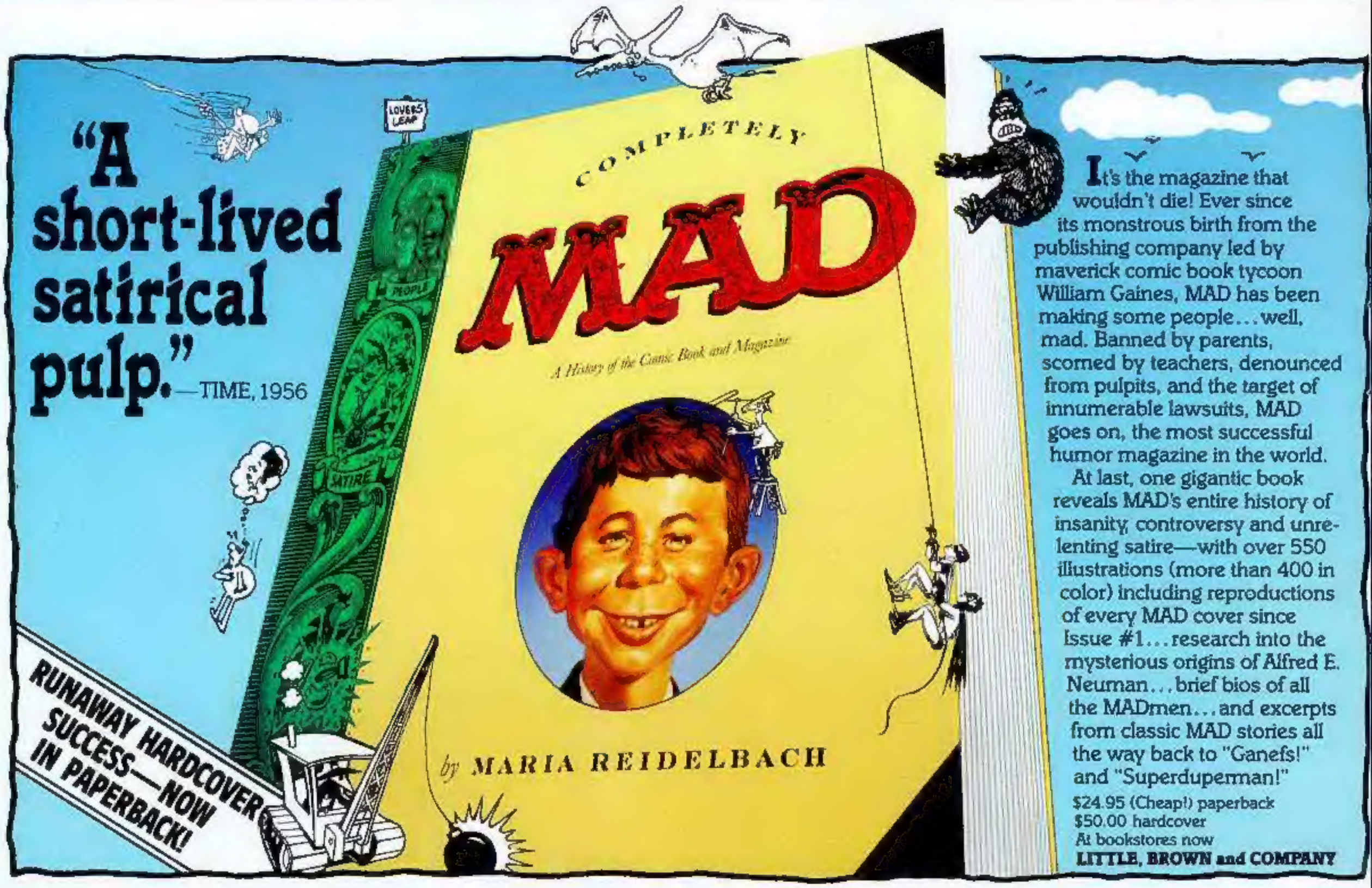
MAD IND ®

No. 315 December 1992 Our Price $1.75 Cheap!



0 70989 33230 0 12

"A short-lived satirical pulp." —TIME, 1956



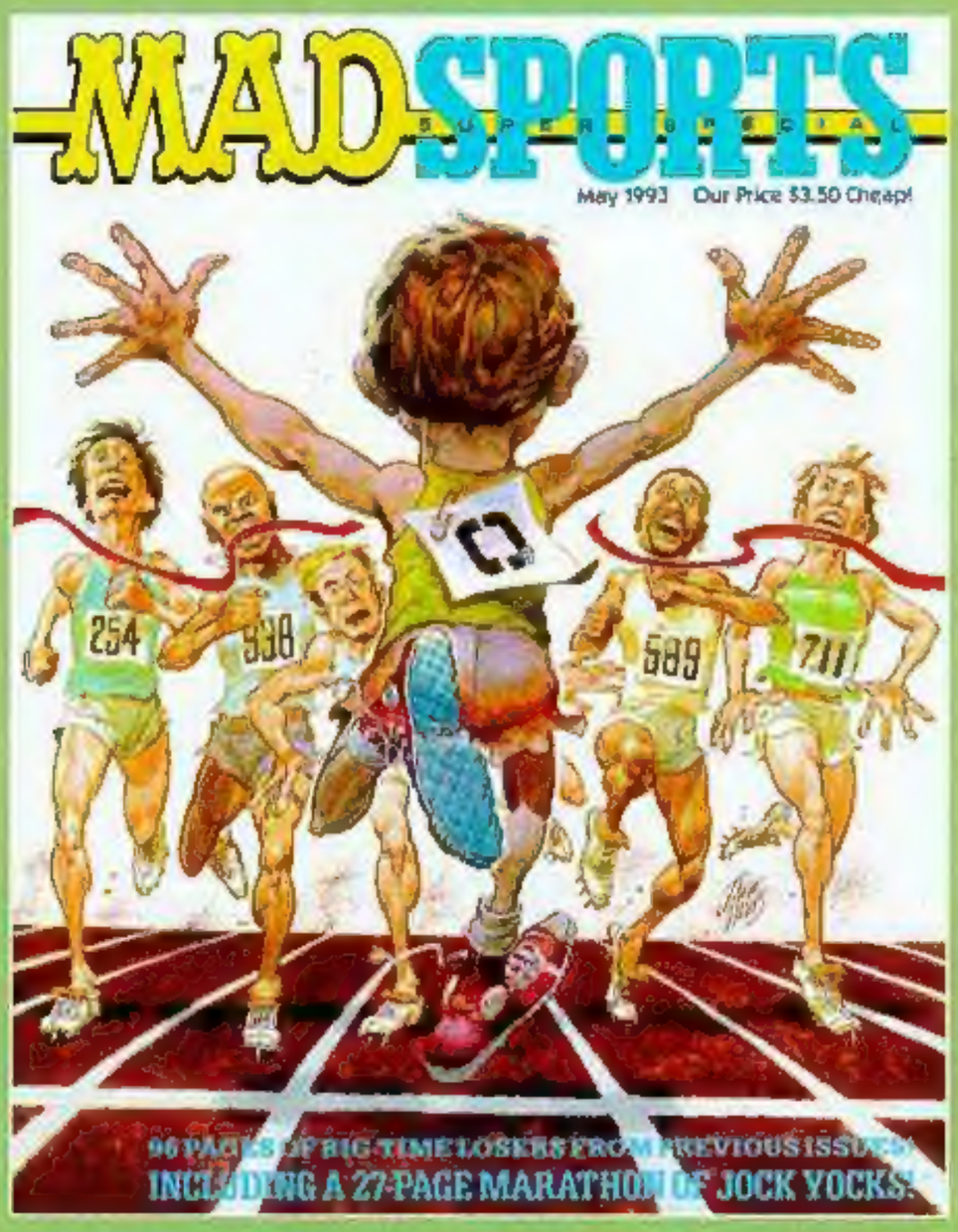
It's the magazine that wouldn't die! Ever since its monstrous birth from the publishing company led by maverick comic book tycoon William Gaines, MAD has been making some people... well, mad. Banned by parents, scorned by teachers, denounced from pulpits, and the target of innumerable lawsuits, MAD goes on, the most successful humor magazine in the world.

At last, one gigantic book reveals MAD's entire history of insanity, controversy and unrelenting satire—with over 550 illustrations (more than 400 in color) including reproductions of every MAD cover since Issue #1... research into the mysterious origins of Alfred E. Neuman... brief bios of all the MADmen... and excerpts from classic MAD stories all the way back to "Ganefs!" and "Superduperman!"

$24.95 (Cheap!) paperback
$50.00 hardcover
At bookstores now
LITTLE, BROWN and COMPANY

JUST DO IT!

(Buy This Super Special, That Is!)



Race Down to Your Newsstand for Your Copy Today!
After All, Life is Short...Play Hard! Read Hard!

NUMBER 315 DECEMBER 1992

MAD

"Politicians are people who get sworn in and then cursed out."
—Alfred E. Neuman

WILLIAM M. GAINES *founder*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
CHARLIE KADAU, JOE RAIOLA, *associate editors*
DICK DE BARTOLO *creative consultant* **ANNE GAINES** *general manager*
ANDREW J. SCHWARTZBERG *editorial assistant*
MATTHEW A. COHEN *summer intern*
JACK ALBERT *lawsuits* **DOROTHY CROUCH** *foreign correspondent*
LILLIAN ALFONSO, CLAUDETTE NICHOLS,
FREDDIE MALONEY *subscriptions*
CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side of 18
BRUTE FARCE DEPARTMENT
"American Radiators" (A MAD TV Satire) 31
CLOTHES CALL DEPARTMENT
Are You Making a Fashion Statement or Something Else Entirely? 10
FEETING FRENZY DEPARTMENT
Dance Steps We All Know 28
FLOP CULTURE DEPARTMENT
Fads That Never Quite Caught On 44
FRANK ON A ROLL DEPARTMENT
"Unelectable" (A MAD Song Parody) 46
HYPOCRITIC OAFS DEPARTMENT
When/Why Should We Believe? 26
JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 15
LETTERS AND TOMATOES DEPARTMENT
Random Samplings of Reader Mail 2
MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" by Sergio Aragones ..... **
NEW WORLD ORDURE DEPARTMENT
MAD Salutes Columbus—Highlights of his 1492 Voyage 24
THE ODDS MUST BE CRAZY DEPARTMENT
Sure Bets in Sports 12
THE PRATTLE OF THE SEXES DEPARTMENT
History's Great Come-On Lines 36
RHETOR-ECCH DEPARTMENT
MAD's Do-It-Yourself Political Speech to Grab Voter Attention 16
SEQUEL-OPPORTUNITY DESTROYERS DEPARTMENT
"Legal Wreckin' 3" (A MAD Movie Satire) 4
SERGE-IN GENERAL DEPARTMENT
A MAD Look at Columbus 38
TALES FROM THE DUCK SIDE DEPARTMENT
The Flexible Fellow's Folderol 9
The Portentous Pencil-Peddler's Prophecy 23
The Baffling Biker's Bugaboo 30
WHO, WHAT, WHEN, WHERE AND HA DEPARTMENT
CNN Sitcoms Based on News Stories They've Covered 41

**Various Places Around The Magazine

FRONT COVER ARTIST: MORT DRUCKER BACK COVER CONCEPT: BOB BRAMBLE
BACK COVER ARTIST: RICHARD WILLIAMS

MAD (ISSN 0024 9319) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues $13.75 or 24 issues $33.75 or 40 issues $53.75. Outside U.S.A. (including Canada): 8 issues $18.75 or 24 issues $46.75 or 40 issues $74.75. (Canadian price has GST tax included.) Entire contents copyright © 1992 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.
Printed in U.S.A.

VITAL FEATURES

"LEGAL WRECKIN' 3" (A MAD MOVIE SATIRE) Pg. 4

SURE BETS IN SPORTS Pg. 12

MAD SALUTES COLUMBUS—HIGHLIGHTS OF HIS 1492 VOYAGE Pg. 24

"AMERICAN RADIATORS" (A MAD TV SATIRE) Pg. 31

CNN SITCOMS BASED ON NEWS STORIES THEY'VE COVERED Pg. 41

A TRIBUTE TO WILLIAM M. GAINES Pg. 2

WILLIAM M. GAINES

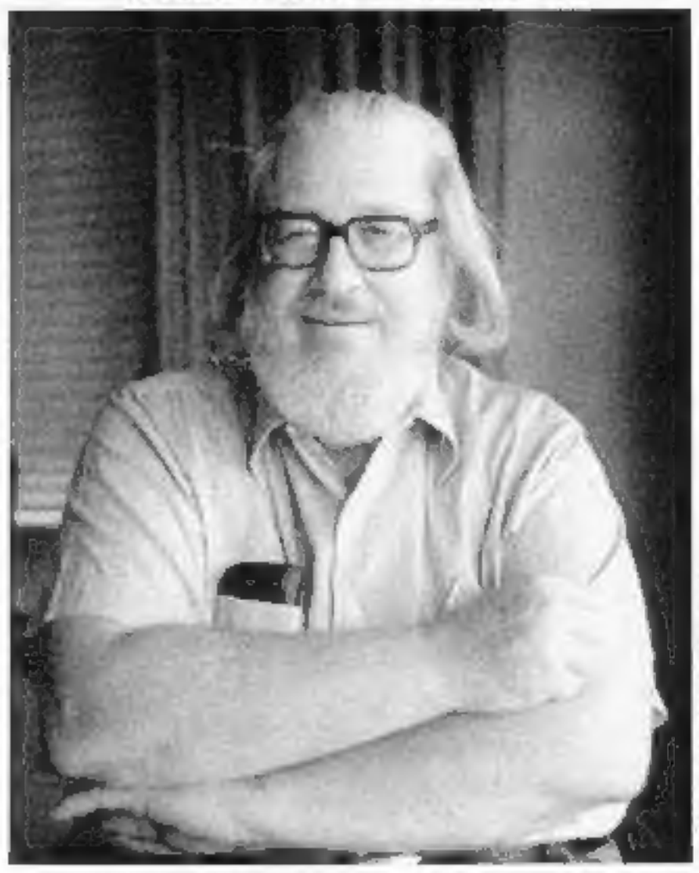
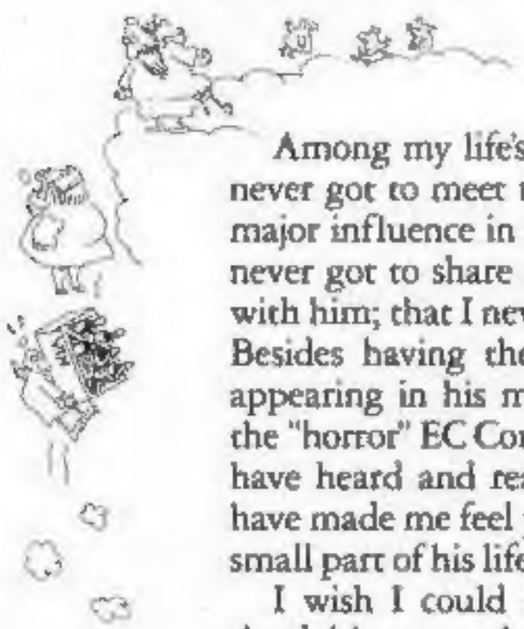


PHOTO BY: RUSS COCHRAN

Editor's note: As many of you already know, MAD's Founder and Publisher William M. Gaines passed away on June 3rd at the age of 70. Bill's family and the staff of MAD wish to thank everyone who sent us their remembrances, tributes and condolences. Here are a few of the many kind letters we received.

America is a better country, we are a better people and I am a better person because William Gaines lived. My deepest condolences to you all.

Caren Spencer
Menlo Park, CA



Among my life's regrets is the fact that I never got to meet the man who was such a major influence in my life and work; that I never got to share one of his famous meals with him; that I never got to shake his hand. Besides having the unbelievable honor of appearing in his magazine, his integrity in the "horror" EC Comics days and the stories I have heard and read throughout the years have made me feel proud just to have been a small part of his life.

I wish I could have had the chance to thank him properly. He was a great man and the world will miss him. I will miss Mr. Gaines very much.

Russ Cooper
Atlanta, GA

Thirteen years ago as a high school student, I had the pleasure of interviewing William Gaines as part of a Sociology paper on the introduction of the Comics Code. My family and my teacher expressed surprise that a magazine publisher would take the time to talk to a teenager for a school project. To me it only further illustrated how much the man respected and cared about the youth of America.

Dan Lennon
Point Pleasant Boro, NJ

I just wanted to express my feelings of sorrow toward the loss of Bill Gaines. As a 15-year-old with nothing on his mind except a career in cartooning, I have been greatly influenced by this man and MAD. It is sad to see him go.

Corbett Vanoni
El Centro, CA

I wish to express my deepest, heartfelt sorrow at the loss of William M. Gaines.

The other night I watched the documentary *Comic Book Confidential*. The film featured a segment on the start of EC Comics and the backlash caused by the paranoia over horror comics. I was impressed with Mr. Gaines's standing out as a voice of reason in the silliness of the senate hearings. He was, and always will be, a legend of the comic book and magazine fields.

David Bedell
Blakely, GA

Half-listening to the evening news, my ears perked up and my heart sank when Tom Brokaw announced the death of Bill Gaines. Although I'm only 22, I've grown up with MAD, like a zillion other people. When I finally found myself owning every possible issue, I dug back to the early days of EC and saw that everything he presided over was of the quality, good humor and class that MAD itself stands for. Very simply, this letter is to extend my sympathy for the loss of a fine and warm man. He will be missed.

Rod Sperry
Marblehead, MA

I have recently learned of the passing of MAD's Publisher/Creator. I was deeply saddened and wish only one thing for MAD: that you keep your sarcasm and satire around for America's next generations, so they too can experience William M. Gaines's great humor. I expect the MAD writers will continue his great legacy. I'll miss the idiot! Thank you, Mr. Gaines!

Scott Henshall
Downey, CA

Today I heard the news. My heart sank, I got a lump in my throat and the tears seemed to flow instantly. A man I'd never met before had passed away and I cried as if I'd lost my best friend. In a way, I guess I had. William Gaines was responsible for 99% of all my laughter in this world. He and his band of idiots invaded my life in 1980 and I've never been the same. I look forward to seeing Alfred every month in some new act of mischievous behavior. Thank you, Bill, for making me smile.

Jared Brent Johnson
Goodlettsville, TN

I was in the middle of re-reading *The MAD World of William M. Gaines* for the umpteenth time when I heard the tragic news, and now I grieve with you and everyone else at our great loss. I will always remember him as a great hero and a man who fought valiantly and triumphantly in his beliefs as to what is good, a quality which is all too rarely found in this world.

Paul Gassler
Lodi, NJ

I was very sorry to hear of William Gaines's death. I always thought of him as being like an uncle who visited too often, ate all the food, told a lot of raunchy jokes, and whom I hated to see leave. I'll miss him.

Vicky Sharman
Winnipeg, Canada

Last Christmas my parents purchased the book *Completely MAD*. I was very intrigued by the creation and the history of MAD and the story of William Gaines. My only regret is that I will never meet the man I imagine to be my hero. I send my deepest condolences to his family and hope to see MAD flourish like it has in the past 40 years. He and his remarkable staff have created something to be proud of.

Drew Raley
Cincinnati, OH

We are so sad to hear about your loss. May you find comfort knowing that MAD fans around the world share your sorrow. Our family have been MAD fans for over 20 years, so when my three sisters and I were on holiday in New York we made sure to stop by your office. To our surprise, the first person we saw was Mr. Gaines and we were kindly given a tour of the office. We will always treasure the memories and pictures of our visit and the chance to meet everyone. Thank you.

Kristin and Diane Trondson
Saskatoon, Canada

I just heard of Mr. Gaines's death and am at a loss for words other than walking around uttering "I'm so sorry, I'm so sorry." I guess there are no snappy answers when dealing with the loss of someone of such great foresight and imagination. Thank you, Mr. Gaines, for making me laugh and encouraging me to think about the world I live in.

Anna Maria Pingarron
Los Angeles, CA

I can't tell you how sorry I was to hear of Mr. Gaines's death. I've been reading MAD since I was old enough to have a teacher take it away from me. In my wildest dreams, never did I imagine that a magazine that provided me with such joy could possibly fill my heart with such sorrow. Heaven must be roaring with laughter. I'll miss him!

Christopher Martin
Summit, NJ

Please accept these condolences from a faithful MAD reader since 1971. In his life's work, William Gaines not only made people laugh, he made people learn to think for themselves. I can think of few higher callings, nor better legacies.

Richard Timothy Doyle
Flanders, NJ

My deepest condolences on the passing of MAD's wonderfully insane creator. I'm sure his spirit is in Heaven giving God a slight wince.

I remember my first foray to MAD's offices at age 13. I just showed up and they let me in. As I peered into Bill's office, he looked up from his work and roared "Well, either come in or get the @#%! out!" I spent the rest of the day with him. As someone in the profession, I have yet to find a similar welcome anywhere else!

Jonathan Schneider
New York, NY

As a young comedy writer and a TV producer wanna-be, Bill Gaines has been an inspiration. If I ever get to produce a show of my own, I will run it the way Bill ran MAD. I will treat my staff and their work with respect. I will pay them fairly. I will give them creative freedom while still coaxing the best out of them. And I will show them a good time to let them know just how much I appreciate them. That's what Bill Gaines taught me. If I'm lucky, I'll build the kind of long-lasting friendship and loyalty that he enjoyed right up to the end. The world is a little poorer now that he is gone, but it is so much richer for his having been here.

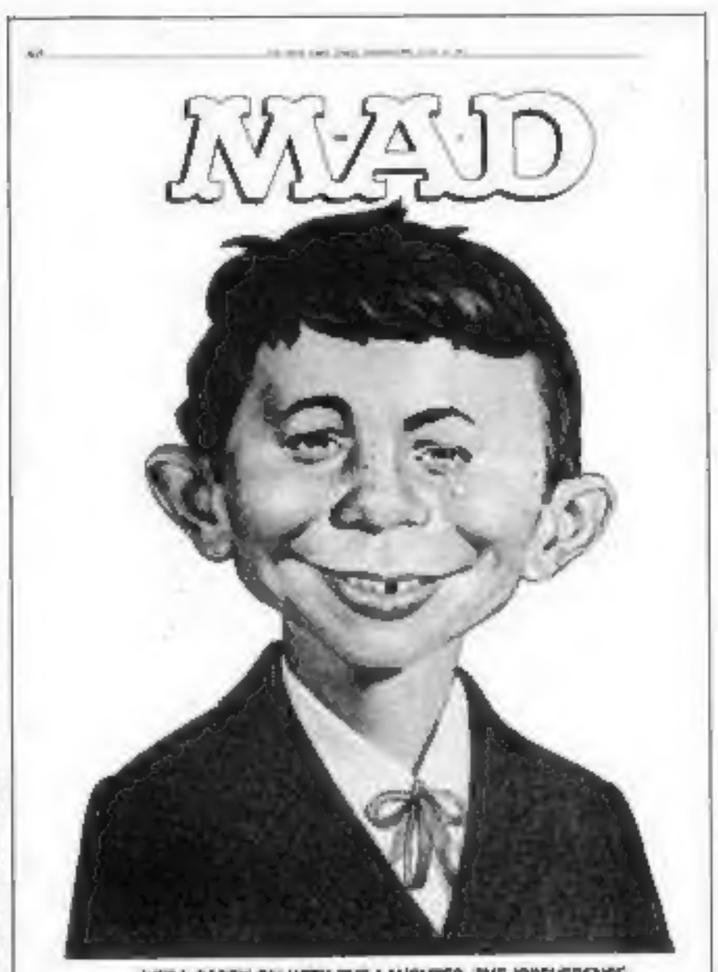
Jeff Ginsberg
Woodbridge, NJ

In 1987 I had a one-page article published in MAD. It was the most fulfilling experience of my life. I was influenced by this wonderful magazine throughout my youth and to this day I am still a fan. I remembered when, in junior high, he answered a letter I sent. What was so amazing was that this was a handwritten note, not from a secretary, but the publisher himself.

My condolences to the Gaines family, the MAD family (which I've always felt I was a part of when I felt like I didn't belong anywhere). May William M. Gaines's ideals live on forever.

Chris Manson
APO, Germany

This portrait of Alfred shedding a tear appeared as a full page tribute to Bill in the New York Times on June 10th, 1992.


MAD
WE'LL CARRY ON WITH THE LAUGHTER, THE IRREVERENCE, THE MISCHIEF AND, OH YEAH, THE MAGAZINE, TOO.
WE'LL MISS YOU, BILL.
LOVE,
"THE USUAL GANG OF IDIOTS"

ARTIST: RICHARD WILLIAMS

Please Address All Correspondence To:
MAD, Dept. 315, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

AN EXCITING SUBSCRIPTION OFFER

EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"

MAD

A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William Mildred Farnsworth Higgenbottom Pinux Gaines IX decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in SpaceAge Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue MAD **New York, New York 10022**

☐ **I enclose $53.75 for a 40-Issue Subscription. I'll save $16.25 off newsstand price and get all three MAD Pins shown above absolutely free!**

☐ **I enclose $33.75 for a 24-Issue Subscription. I'll save $8.25 off newsstand price and get the official MAD Logo Pin absolutely free!**

☐ **I enclose $13.75 for an 8-Issue Subscription. I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!**

☐ **CHECK HERE IF RENEWAL**

NAME _____

ADDRESS _____

CITY _____

STATE _____ Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

*Outside U.S.A. (including Canada), $18.75 for 8 issues or $46.75 for 24 issues or $74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow **8 weeks** for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

SEQUEL-OPPORTUNITY DESTROYERS DEPT.

Guess what? In their latest movie, the two detective cut-ups, Buggs and Martyr, have added another hokey defective to their destruction team! In the honored tradition of Moe, Larry and Curly, they're now the...

LETHA

Thank God **those two** detectives, Martyr and Buggs, are on the **job again!** They've really done **wonders** for this **town!**

How do you figure **that?** All they do is **demolish buildings** and **cars!**

Check it out! There isn't an **unemployed construction** or **auto repair worker** in this **entire city!**

I told you we should've **waited** for the **bomb squad,** Buggs!

Why? I set off the **bomb without** their **help!**

RINK

OKE

ARTIST: MORT DRUCKER

I **can't** believe it! I expected to **retire** in **six days** as a **Lieutenant,** and now I'm **busted** back to a **patrolman!**

You can **work your way** back **up!**

In **six days?**

So you'll put in a little **overtime!**

NO PARK

ON

Hey, you **jay-walking** scum! Pull over to the **curb!**

What's the **gun** for? You can't **shoot me** for just **jaywalking!**

I could if I **wanted** to! I've already **scouted** the **area** and **no one's** got a **video camcorder!** But lucky for you, today I'm **Mr. Nice Cop,** so I think I'll just **shoot** you in a few **non-vital spots!**

LAPD

L WRECKIN' 3

Yeah, but **they** would have **defused** the **bomb without destroying** the damn **building!**

Who the hell needs **killjoys** like **that?**

Why are you **wrecking** your brand new **car?**

With **Martyr** and **Buggs** around, my new car **doesn't** have a **chance!** If **someone's** going to **wreck it,** it's gonna be **me!** I **paid** for it!

Hey, don't forget about **me,** okay? **I'm** in this movie, **too!** Okay, this is an **equal opportunity film!** Okay, all **groups** are **represented!** I represent the **funny, short, Italian, big box-office draw group!** Okay, okay! It was **my turn—Danny DeVito** was **busy** as a **bird** in Mad's previous **Batman Issue!**

the PENGUIN

DRUCKER

WRITER: DICK DEBARTOLO

What are **these people** doing **here?**

You told us this **house** was **available** for **immediate occupancy!**

Okay, okay! I told you this house **has everything,** okay? So it **includes a complete family!**

Look! These new **high-powered bullets** can even **pierce** a **bulletproof vest!** That spells **trouble!**

Wow! They're the most **dangerous, sadistic, lethal** and **perverse killer's** things I've ever **seen! Where** are the **criminals getting them from?**

At just about any **high school playground!** Usually next to the **crack dealer's booth!**

Buggs, Martyr, this is **Detective Looney Cold.** She's **taking over** the **cop-killer bullet case!**

Correct me if I'm **wrong,** but isn't she a **woman?** What can **she do** that **I can't do?**

For one thing, she can **whip five men** with **one hand tied behind** her **back!**

Ha! She's not even **coordinated** enough to use **both hands!** But I **do** like the **sounds** of that **hand-tied-behind-the-back** bondage action!

Look at this **hokey scene** on **TV!** A **key witness** being **murdered** right in the **police station!**

That's **not TV!** That's a **closed circuit camera** at **this police station!**

Does the term **"lousy security"** mean **anything** to you?!

With the right **sound effects** and some **snappy dialogue,** we could send this to ***America's Funniest Home Videos!***

Okay, okay! You want to **know** something about that **guy?** Okay! For **openers** he's not one of the ***GoodFellas!*** Okay, he's a ***Raging Bull!*** Where is he now? I know he's not ***Home Alone*** or with ***My Cousin Vinnie,*** so he can only be at the **hockey** game!

Okay, okay! I've been **shot!** Okay, I'm **bleeding!**

Were you shot by **Jack Travesty,** that **creep cop** we're after?

No! By someone in the **audience** who **can't bear** to hear me say, **"Okay, okay"** one more time! **Okay,** so I get the message!

One of the teams is trying a new tactic, putting a wounded man on the ice to block the goal! But the other team seems to be adding a novel touch of their own: gunfire from men running on the ice without skates! The fans are eating it up!

PUCK STOPS HERE

Doc, this **guy** is a **pain** in the **butt!** Even though his **injury** is **minor,** can you manage to **keep** him **here** for a **couple** of **days?**

Oh, he'll be here **longer** than that! He's **covered** by **two different medical plans!** It will take **at least** that long to **figure out** which **forms** he has to **fill** out!

ELENA JEN

Martyr, why do you come **all the way** out **here** just to **get** a **hamburger?** Are the hamburgers **that** good?

The **burgers** are only **fair,** but it's such a **rotten** part of **town,** I figure **you'll** go off chasing after some **neighborhood crud,** and **I'll** have some **time** to eat alone **in peace!**

FAT EDDY'S BURGERS

COKE

MAX KORN ON THE COB

THE FRUGIES ARE Coming!

PRESSED WHILE U-WAIT

Bring back the Know-Nothing Party!
Alfred E. Neuman for President!

GESUNDHEIT!

America is on the Brink of ruin! Let him finish the job!
Alfred E. Neuman for President!

Buggs, you got me **dragged** into a **shoot-out,** and now I shot a **teenager!** Even though I've **killed dozens** of **people** before and **never felt** a tinge of **guilt,** this time I **can't forgive myself!**

We're **partners,** Martyr! Let me **share the blame!**

I'm **retiring!** How about **you take ALL** the **blame?**

Sounds **fair to me!**

SUPER SOAKER

Those **high-powered bullets** and **automatic weapons** were **stolen** from a **high security police area!** Instead of being **destroyed,** they were sent to a **warehouse** run by **crooked cops** and **protected** by a mean **rottweiler dog!** It's an **inside job!**

Wow! The **computer** told you **ALL that?**

No, but I'm trying to **speed up** this **silly satire** and not **milk** the **weak storyline dry,** the way they did in the **movie!**

How did you **calm down** that **vicious dog?**

Easy! By **acting like another dog!**

You mean you made **growling** and **barking sounds?**

No! I used **your leg** as a **fire hydrant!**

Buggs! Aren't you going to **help her?**

I am! I'm holding **her purse!**

Look at those **painful kicks** to the **groin!**

Hey, don't get **any ideas! I saw her first!**

This **scar** is from a **pair** of **38's!** I tried to **touch them** and the **stripper stabbed me** with a **knife!**

This **scar** is from an **axe attack** and these are from **a shotgun fired** at **close range!**

What's that **terrible scar** on your **finger** from?

A **pop top can!** They can be **deadly!**

BACK TO THE Suture

What are **all those teeth marks** from?

Another **vicious dog!** Sometimes **peeing** on my **partner's leg doesn't work!**

Want to **see** the **rest of my scars?**

No, I just wanna **light up** a **cigarette!** I'm **exhausted!** Maybe we'll do this **again** in an hour or so!

SHADY BUSINESS

Listen, I know you're **upset** about **killing the kid,** but you can't just think about **yourself!** What happens to **me** when you **retire?** Where do I find **another partner** with the **comic timing you have?** A **partner** who can do **double-takes** at my **screw-ups?** A **partner** who can do such a **slow burn?**

Gee, am I **really that important?**

You're the **only family I have!** I even take **your wife** and **kids** as **income tax deductions!**

So **do I!** Hmm, maybe **we're closer** than **I thought!**

MONKEY BUSINESS

You two there! **What's going on?**

It's **okay!** We're members of the **Los Angeles Police Department!**

What are you **doing** under the **swim platform** of that boat?!

We're practicing **hiding** in case there's **another riot!**

POLICE

RETIRED

YEAH! SURE!

So **this** is where all the **illegal guns** and **ammo** ended up—in the **basement** of the **Police Department!**

It's a **thug's shopping mall** down here—only more **convenient**—the **subway** runs **right through** the place!

LEAK

SHIP TO: ~~CONTRAS~~ S. HUSSEIN L.A. THUGS

BARGAIN BASEMENT LAPD

GUNS NO ROSES!

Super Soakers

We haven't even **finished** the subway and they're **already** chasing and shooting criminals in it!

Maybe they're just **practicing** for when it **does open!**

You can **tell** that people in L.A. don't **know much** about **subways!** They're **supposed** to ride **inside the cars!**

POW

BLAM

VIP

PING

This is where that **crooked ex-cop** Travesty operates! I'm going to **burn him out** using **Exxon gasoline!**

How could you **possibly** know that gas is from **Exxon?!?**

There's a big Exxon **supertanker** right over there **on the lawn!**

Can't that company find **one** Captain who can **pilot** one of those things so they don't **run aground!?!**

EXXON

GASOLINE

Tell me, Buggs, how come **Martyr** decided **not** to **retire?!**

We've **shared** too much for him to retire. We've **shared** my **crazy, suicidal behavior,** we've **shared** his **daughter's kidnapping,** we've **shared** being **blown off** his **toilet** and South African **smugglers.** And now we just **shared** accidentally **blowing up a municipal building!**

You two **have shared everything together!**

Well, we haven't quite shared **everything...yet!**

UNDERCOVER COPS INC.

Say hello, **Martyr!**

Wow, what **big scars he** has!!!

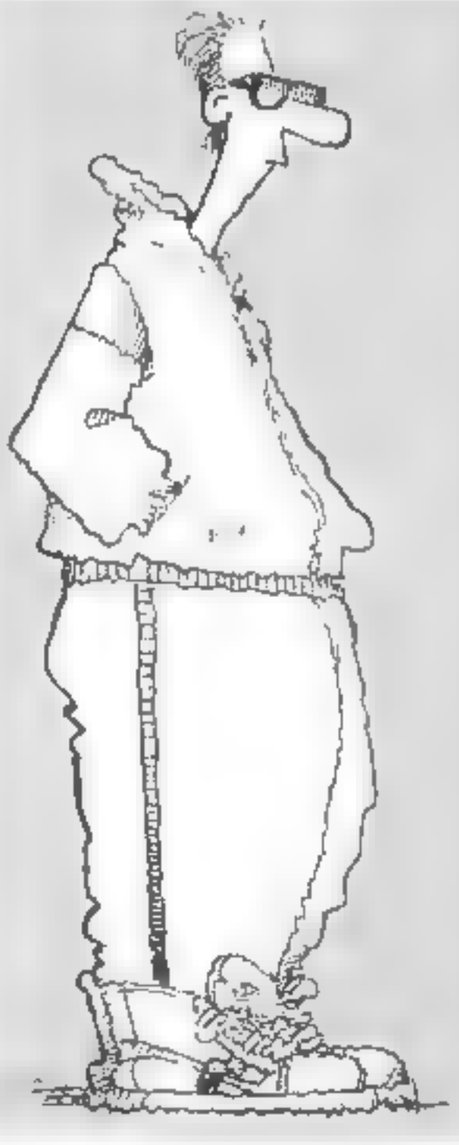
PROPS COURTESY BASIC INSTINCT P.D.

TALES FROM THE DUCK SIDE DEPT.

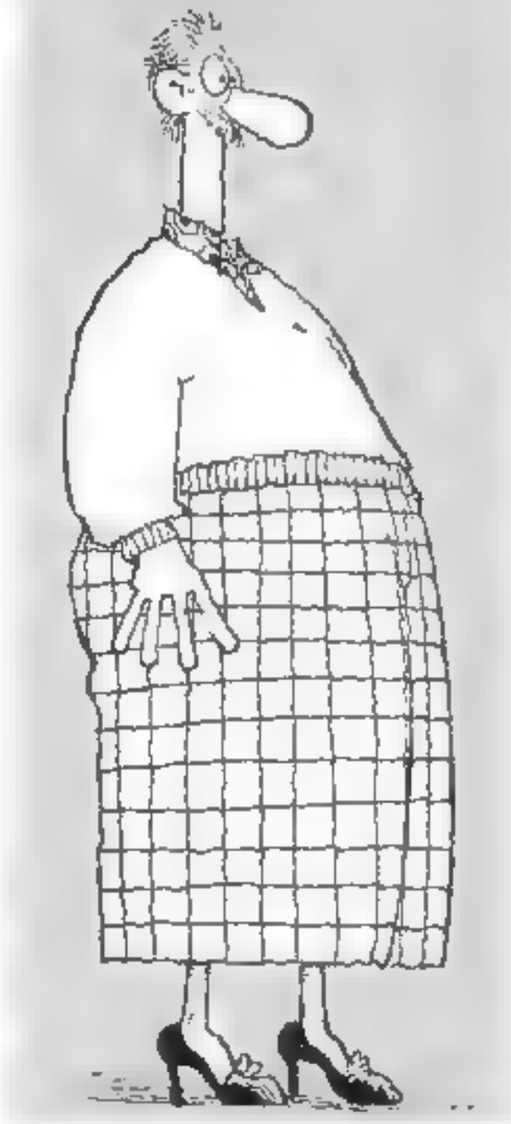
THE FLEXIBLE FELLOW'S FOLDEROL

ARTIST AND WRITER: DUCK EDWING

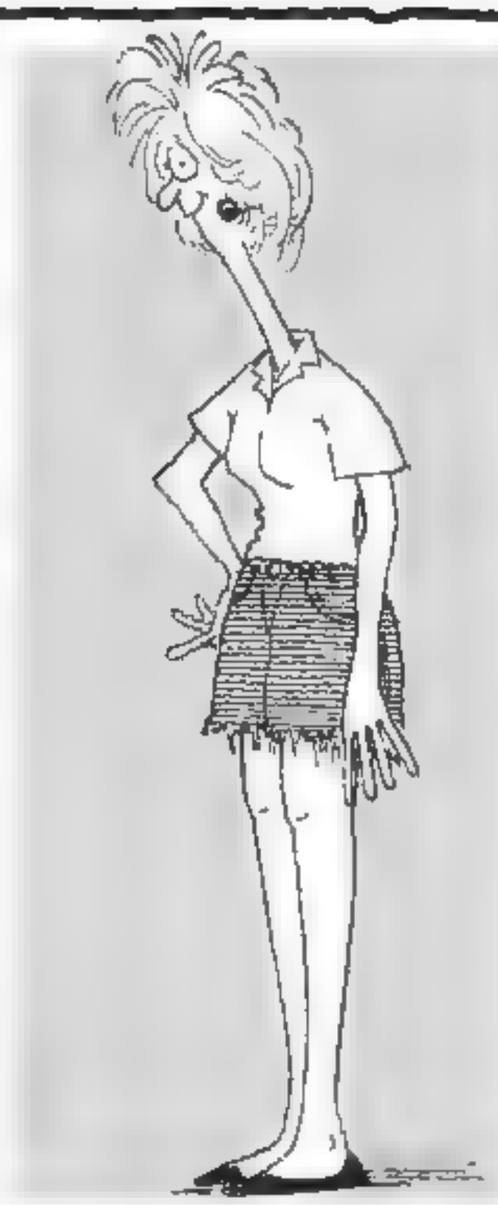
Put some "sap" into the executive branch!
Neuman for President!



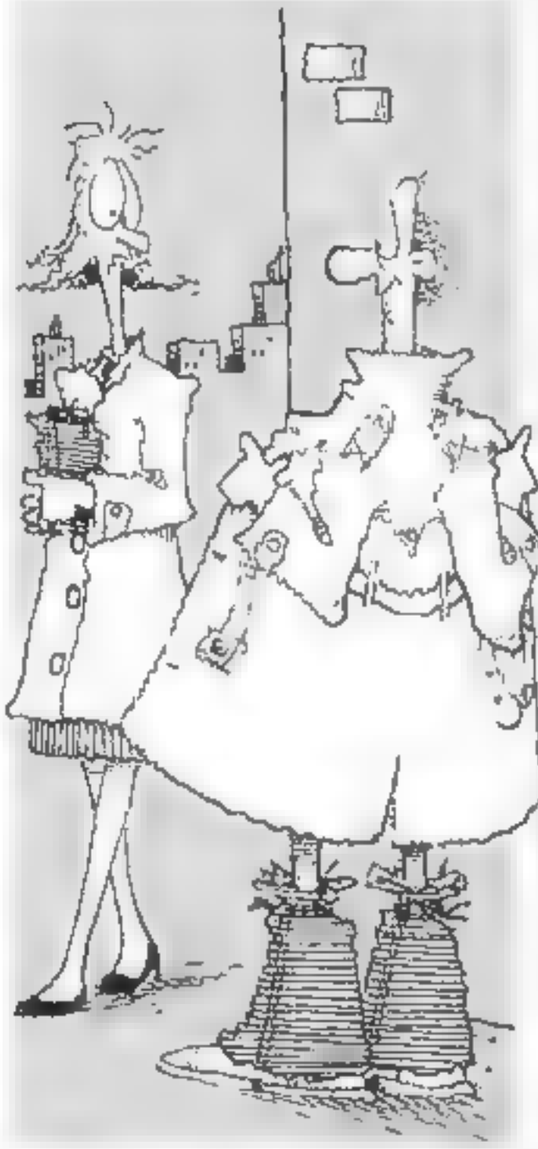
Wearing expensive pump athletic shoes is a fashion statement.



Wearing expensive pumps is *something else entirely!*



Cutting the legs from an old pair of jeans is making a fashion statement.



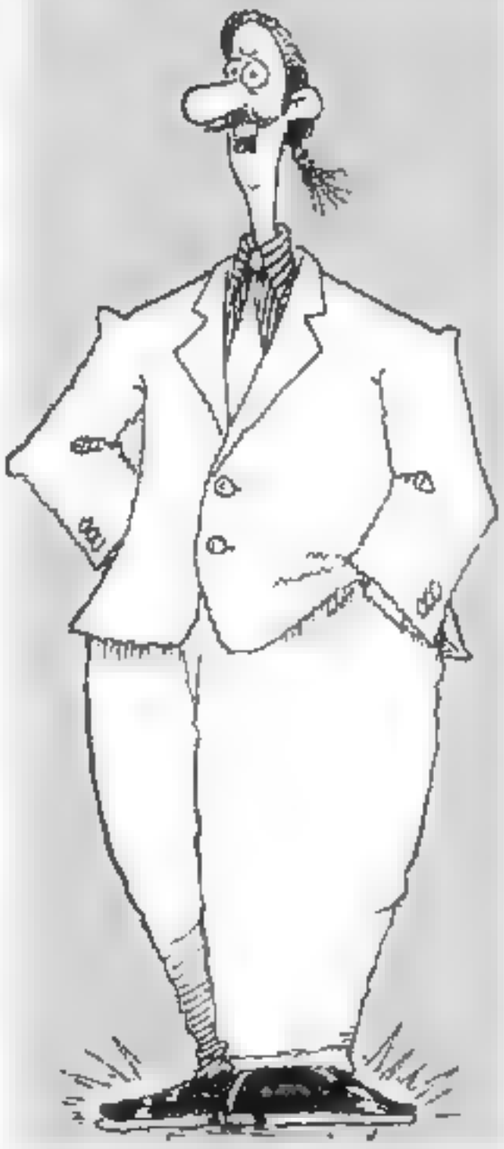
Wearing the legs from an old pair of jeans is *something else entirely!*

CLOTHES CALL DEPT.

are you making a FASHION ST

A shirt with big numbers is a fashion statement.

A shirt with small numbers is *something else entirely!*

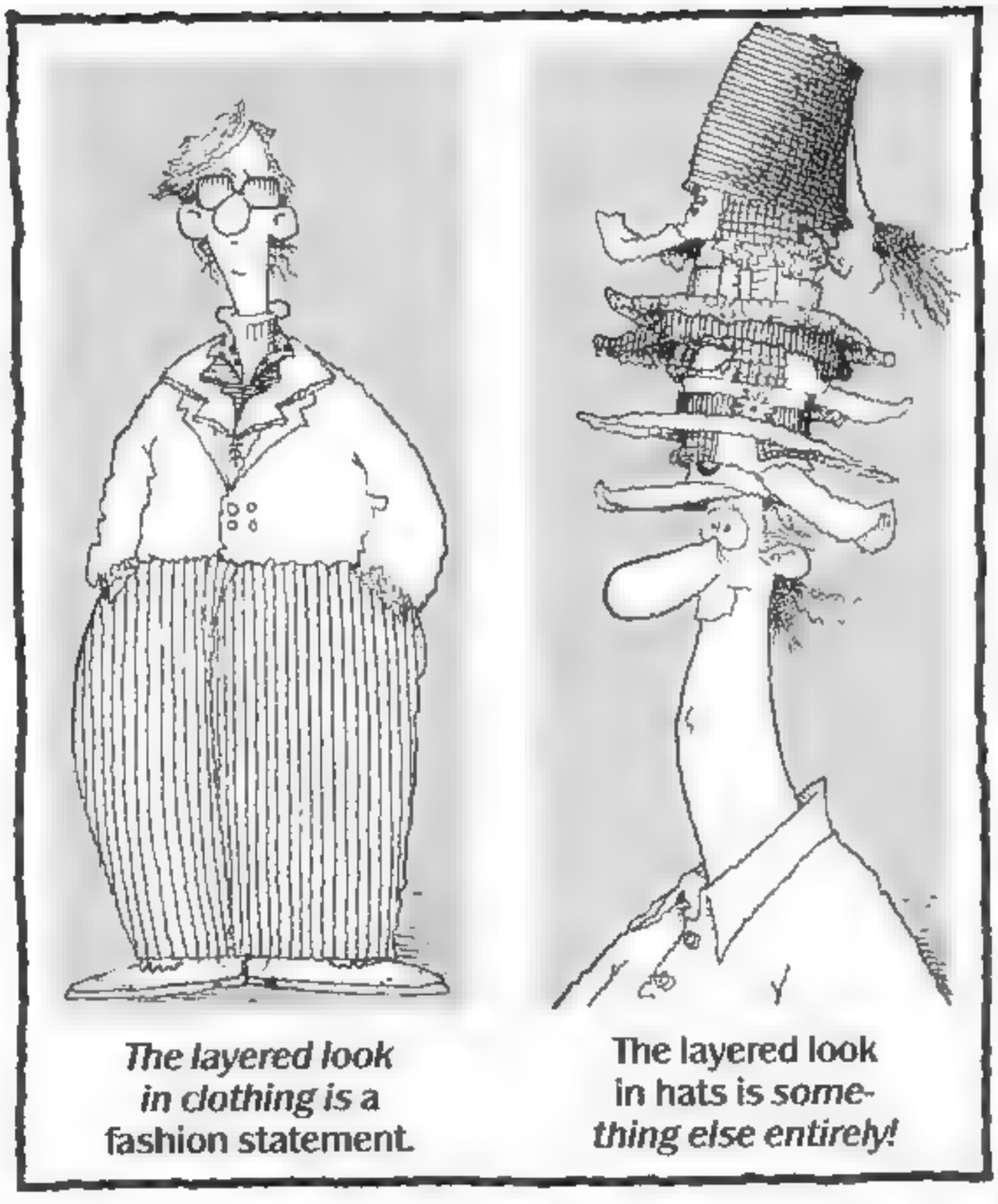


Patent leather shoes are a fashion statement.

Patent Pending shoes are *something else entirely!*

Wearing a designer ski jacket off the slopes is a fashion statement.

Wearing a designer ski mask off the slopes is *something else entirely!*

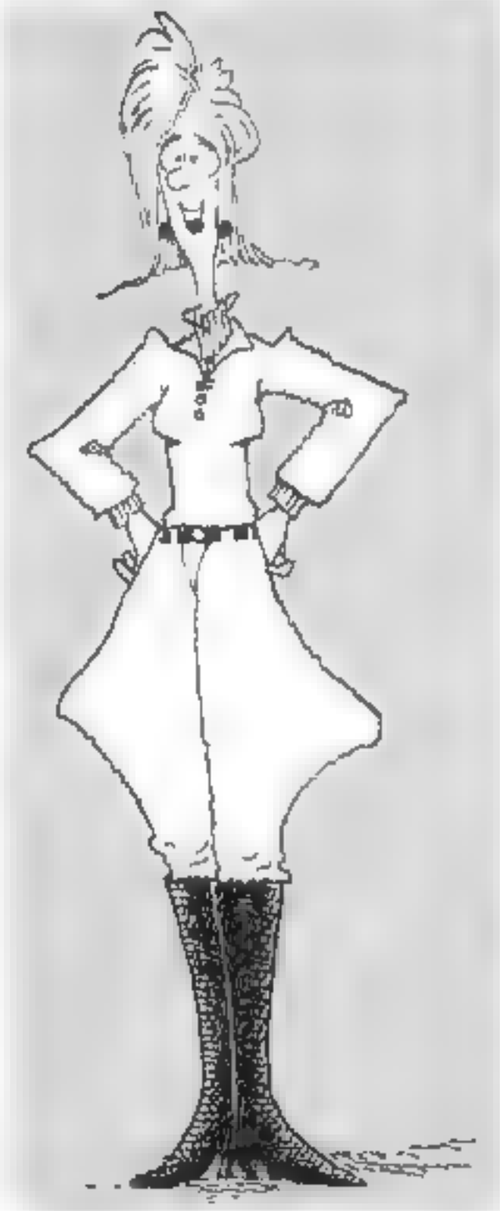


The layered look in clothing is a fashion statement.

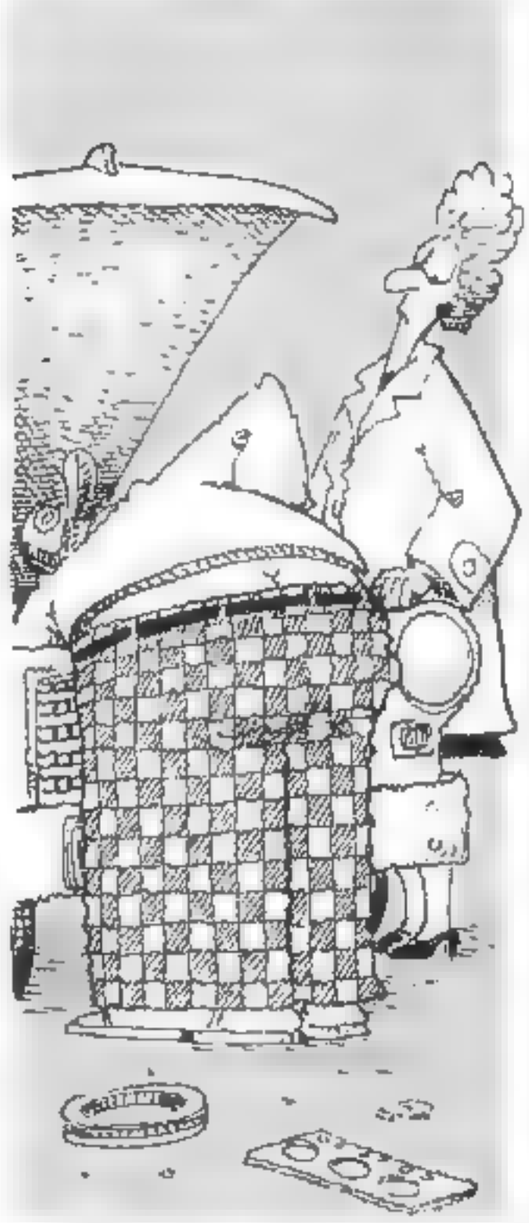
The layered look in hats is *something else entirely!*

TATEMENT or something else entirely?

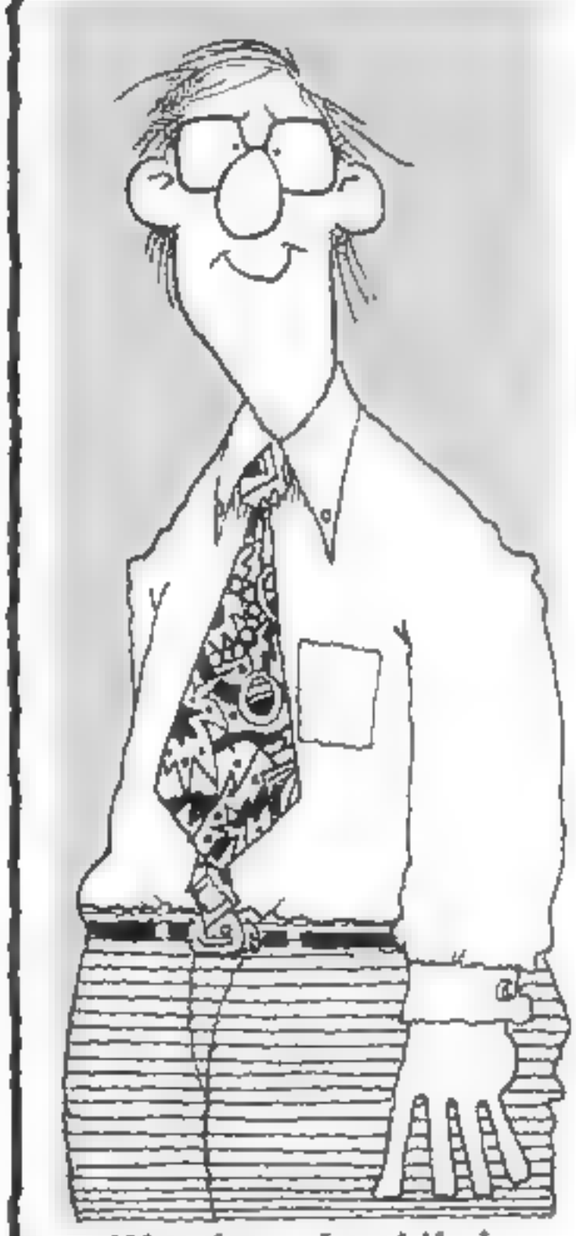
ARTIST AND WRITER: JOHN CALDWELL



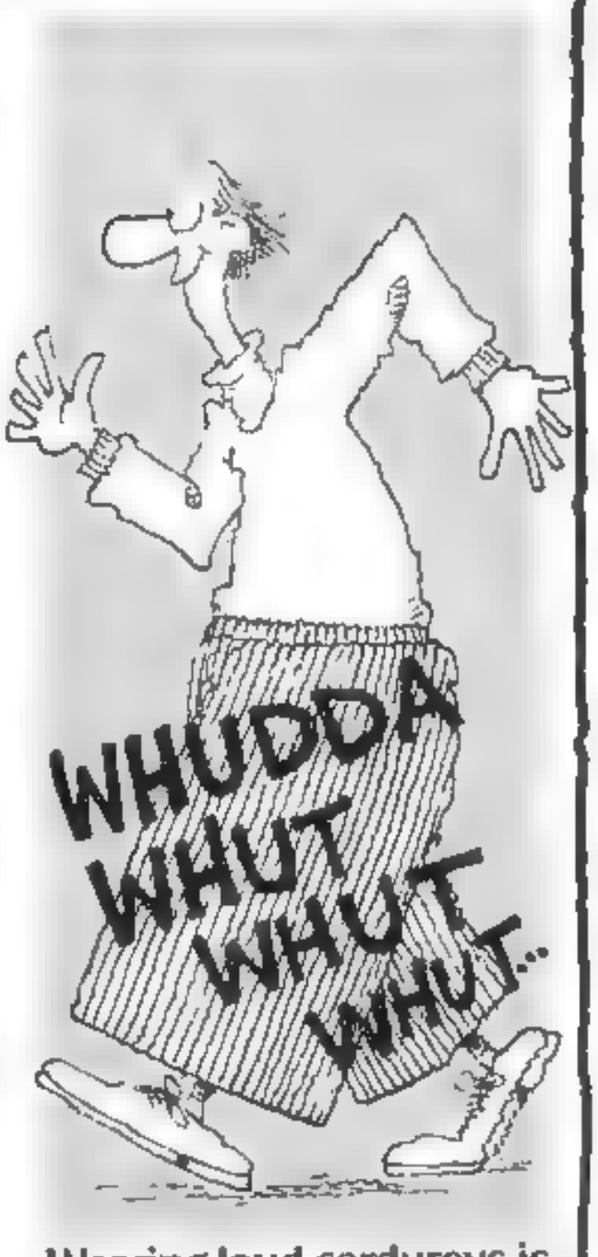
Riding pants are a fashion statement.



Pants that ride are *something else entirely!*



Wearing a loud tie is a fashion statement.



Wearing loud corduroys is *something else entirely!*

THE ODDS MUST BE CRAZY DEPT.

Want to make big money wagering on athletic events? We mean BIG money, the kind you have to carry around in wooden buckets! If you do, forget point spreads, betting pools and Las Vegas lines! We say, it's a can't lose proposition! It's a sure thing! It's money in the bank! IF you bet the farm on these...

SURE BE

IT'S A SURE BET that a player who can't hit to save his life will be inserted into the lineup in the ninth inning "for defensive purposes," so he'll be able to come to bat in the 11th and lose the game.

IT'S A SURE BET that NHL players will only make shots when the TV camera's view is totally blocked out, enabling home viewers to maintain their perfect record of never having seen a hockey goal scored.

IT'S A SURE BET that TV networks will set aside ample time during sports broadcasts to provide in-depth coverage of hot babes in low-cut blouses, adults carrying sleeping infants and jerks with bedsheet signs praising the network.

☒ ☒ *A vote for Neuman is a vote for Neuman!*
Vote Twice!

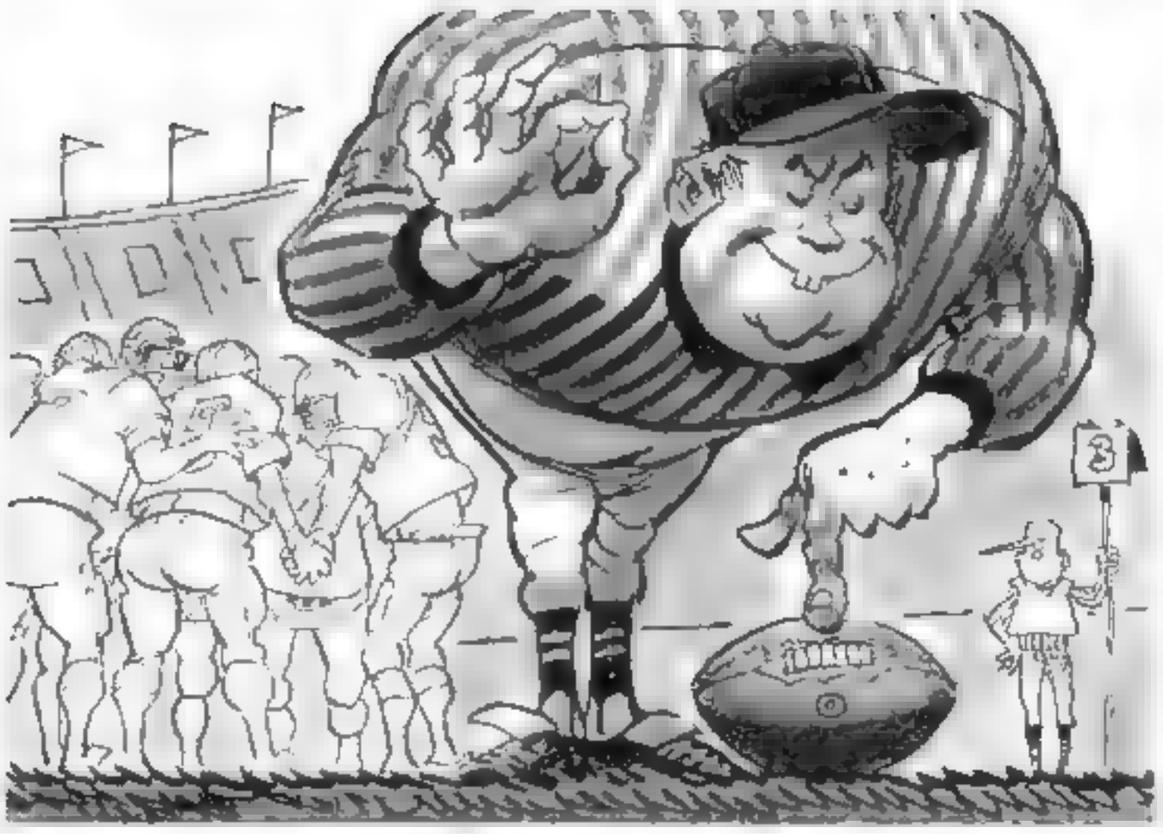
T$ IN SPORTS

ARTIST: JACK DAVIS **WRITER: TOM KOCH**

IT'S A SURE BET that any player finding himself with the football after it has been blown dead by the referees will pretend he didn't hear the whistle and start to run toward the goal—also pretending not to notice that no one is chasing him.

IT'S A SURE BET that tournament tennis players will always stare at their racquet after losing an easy point, to indicate their belief that a mysterious hole in the strings caused their lousy play.

IT'S A SURE BET that every NBA playoff game will be decided in the last ten seconds by a controversial charging foul involving minor body contact—which would never, ever be called a foul at any other time.



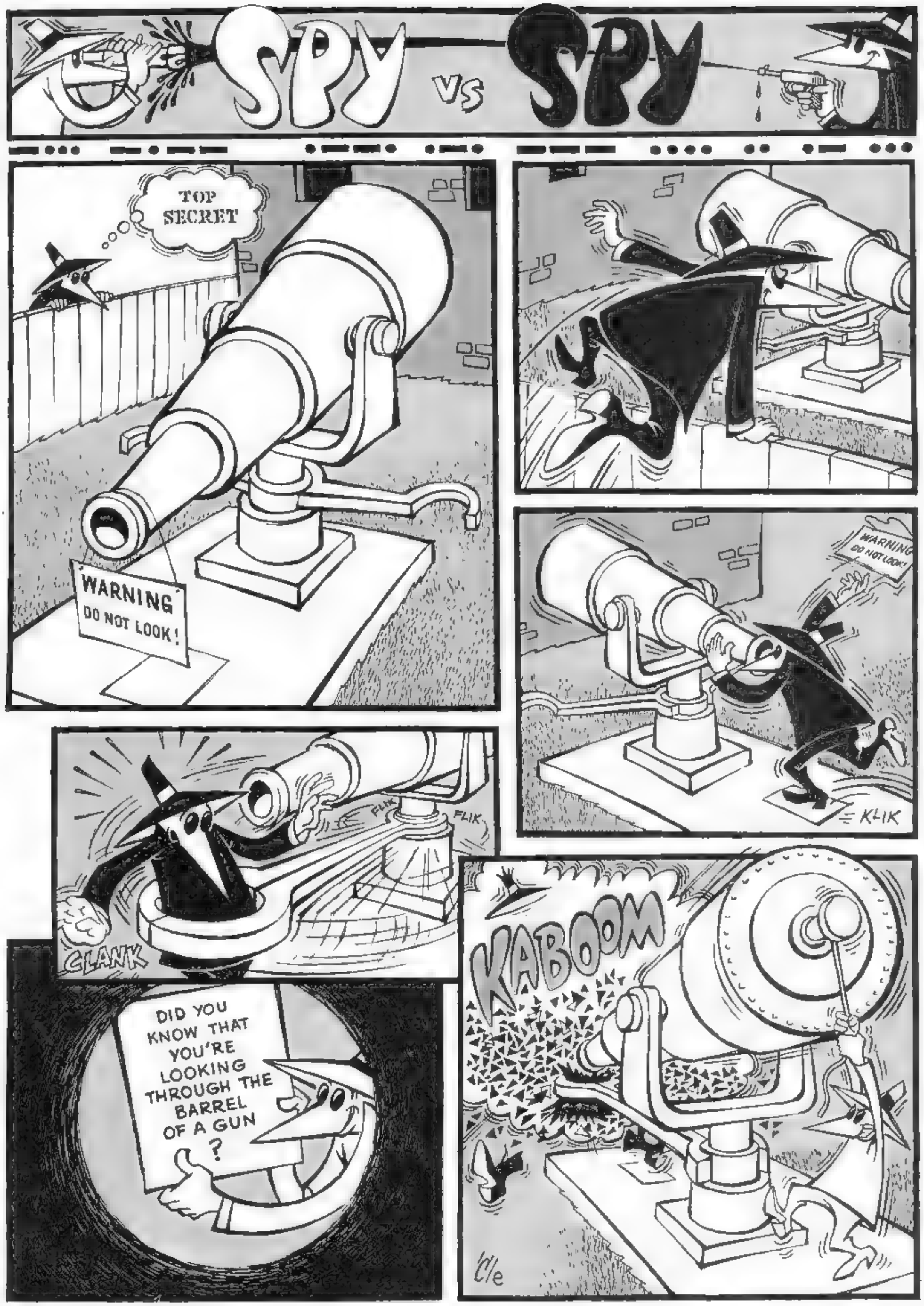
IT'S A SURE BET that after each play, an official will move the position of the ball one inch, in order to obscure the fact that football is an inexact game in which the ball is rarely spotted within two yards of the place where it was actually downed on the last play.

IT'S A SURE BET that star players who are one personal foul away from being disqualified will be benched and kept there, demonstrating the coaching philosophy that it's better to lose a basketball game than to risk having a star player foul out.

IT'S A SURE BET that during a basketball game, any player described by the announcer as "an excellent free-throw shooter" will immediately miss his next two free throws.

IT'S A SURE BET that batting lineups will continually be revised, to insure that a team's heaviest hitters will always come up with the bases empty, while .180 rookies will come up in the ninth inning with the bases loaded.

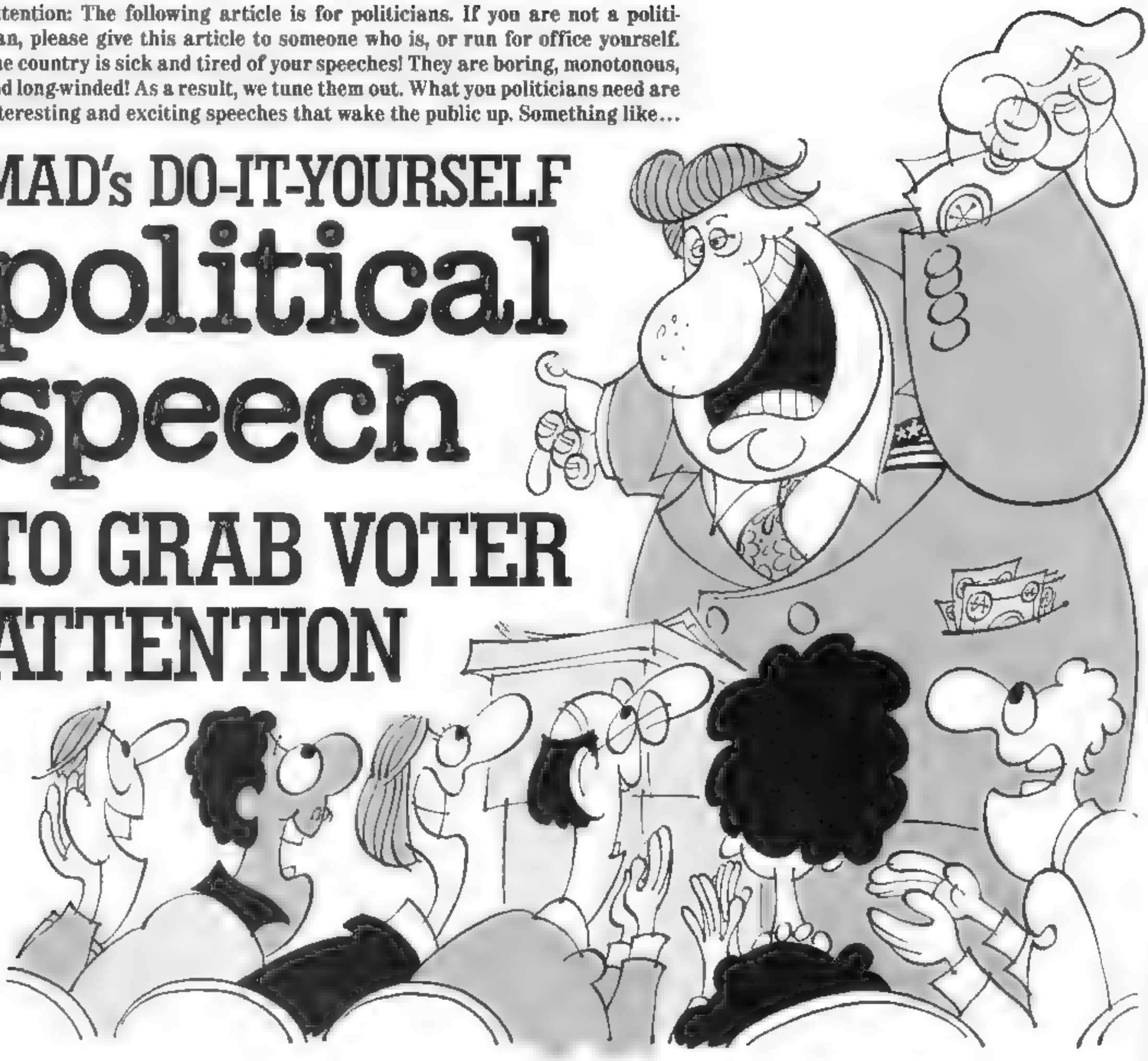
IT'S A SURE BET that volleyball players will embrace after scoring every point, to show that they are in good spirits even though only 12 people in the country are watching the game on ESPN.



VOTE
Put a square head in the Oval Office!
Vote Alfred!

Attention: The following article is for politicians. If you are not a politician, please give this article to someone who is, or run for office yourself. The country is sick and tired of your speeches! They are boring, monotonous, and long-winded! As a result, we tune them out. What you politicians need are interesting and exciting speeches that wake the public up. Something like...

MAD's DO-IT-YOURSELF political speech TO GRAB VOTER ATTENTION



I am delighted to be here today
A. secretly wearing women's underwear beneath this suit,
B. because this location is convenient to the saloon next door,
C. far from any state where I'm under indictment,
D. because the woman I fool around with lives nearby,
and I pledge

to you that
A. this will be a short speech because writing a long one is too much trouble.
B. my bodyguards are not here to kick butt unless you heckle.
C. I'm only in this race to make money, and don't plan to change things.
D. I'm disowning my evil twin brother who made all those dumb statements attributed to me.
Although my

campaign opponent implies
A. that there is insanity on both sides of my family,
B. that I was never cleared of those sexual harassment charges.
C. that I beat my children for the fun of it,
D. that I should bathe more frequently,
the real

issue is
A. something that has never been explained to me.
B. my great idea to pay off the national debt by raising dog license fees.
C. my alleged friendship with a crooked savings and loan official who is also my father.
D. whether to give or take 3 points in Monday night's football game.
As you all know,

Vote the Idiot Party Line!
Alfred E. Neuman for President!

ARTIST: PAUL COKER WRITER: TOM KOCH

I chose to leave private industry and run for office

because
A. you don't get merit increases in private industry without having merit.
B. I hear that boneheads can hide in government jobs for a lifetime.
C. the auditors at the plant were about to discover my embezzlement.
D. my uncle didn't want me in his business anymore.

I indicated then

that
A. it doesn't take a high I.Q. to hold down a public office.
B. I am not the father of my secretary's child.
C. it will take me less than two full terms to steal all I need.
D. I can represent minority interests as well as any other bigot.

To anyone who may still question

my qualifications, I say
A. let's see you pay as much blackmail as I do and still make ends meet.
B. most other heavy drinkers wouldn't have done as well as I have.
C. the job I'm seeking doesn't take any brains, so I'm perfect for it.
D. yo' mama!!!

We live

in troubled times when
A. a nice guy with my background could easily wind up in jail,
B. it's rumored that I used to be Julie Nixon before my sex change operation,
C. politicians are criticized just for fixing a few traffic tickets,
D. my neighbor's upset because he found my shoes in his wife's bedroom,

but

luckily, our biggest problems can be solved by my plan

to
A. have the pending charge against me changed from indecent exposure to simple loitering.
B. win new friends overseas by giving free dentures to every Arab over 40.
C. make the Hall of Fame a halfway house so ex-cons like Pete Rose can get in.
D. eliminate alimony by making it legal to kill my first wife.

Thus, now more

than ever, it is the duty of every patriotic American

to
A. buy a gun and learn to settle his own problems.
B. vote for the candidate who runs the most deceptive TV spots.
C. leave for Australia if I get elected.
D. provide employment for bums by putting them in Congress.

So go into that polling place on Election

Day remembering
A. a voting booth is not a public toilet, so behave yourself.
B. my cheap opponent didn't even offer to bribe you for your vote.
C. I've done nothing that Michael Milken or Leona Helmsley wouldn't do.
D. the results of my last sanity test were inconclusive.

Also, bear in mind

that my record is unspoiled by
A. previous jobs that required wearing a necktie.
B. any accomplishment that might cause me to become egotistical.
C. those sickening good deeds that other candidates brag about.
D. enough education to be lured away to a managerial post at McDonald's.

In

conclusion, let me say
A. I'll be holding an audition for pom-pom girls in my room tonight.
B. copies of this speech are available in Spanish for you dumb foreigners.
C. sending me to Washington may be your best way to get me out of town.
D. if you're looking for honesty and loyalty, elect a cocker spaniel.

I call upon

my opponent to
A. lighten up and stop complaining.
B. show us what he learned at the Michael Dukakis Charm School.
C. stroll through Baghdad at night waving an American flag.
D. avoid asking anyone what I did in Chicago in 1971.

I thank you and urge

all of you to
A. see the usher about buying a tape of my Grand Jury testimony.
B. move to another congressional district.
C. do something about your breath in case we're ever in a room together again.
D. send your campaign contributions directly to my Swiss bank account.

AWARENESS

At this point in time it's important that we all try to remember the words of our nation's great presidents! Can anyone give me a quote by Abraham Lincoln?
I can, Miss Beckman! "You can fool some of the people all of the time, and all of the people some of the time, but you can't fool all of the people all of the time. .
except during an election year!"

BERG'S-EYE VIEW DEPT.

THE LIGHTE

VENDING MACHINES

Damn you! Come on out, you lousy candy!
BAM
Ah! Here's the little sucker!
Good for you, young man! By being forceful and persistent, you didn't fall victim to the machine age! You got your candy bar and didn't lose the money you put in!
Who put money in?

Alfred E. Neuman for President!
It's the least we can do for our enemies!

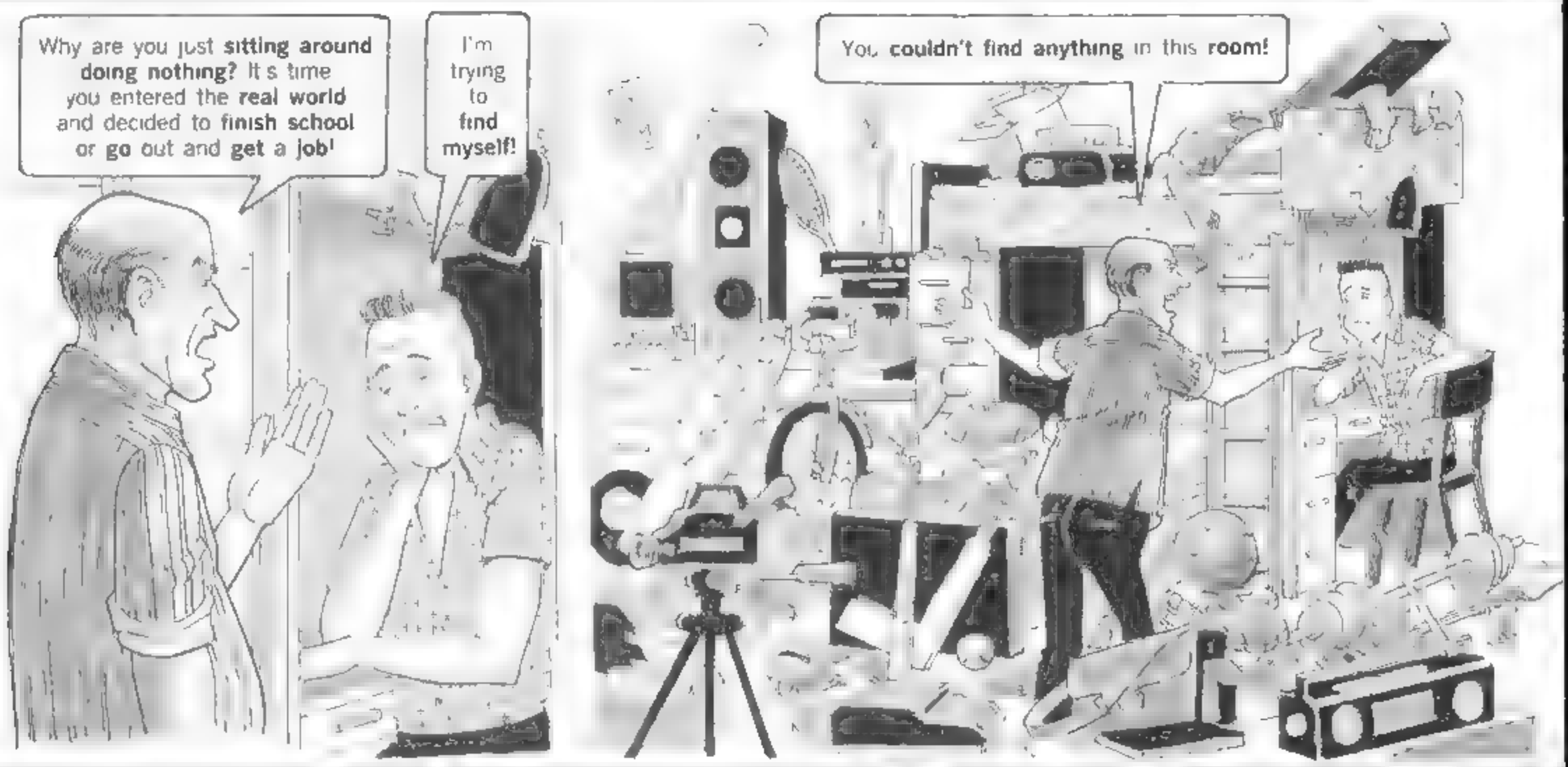
REAL ESTATE

This house is a steal! Low taxes, new plumbing, tile roof, central air conditioning, finished basement, huge garage...
Fine, fine, but let s get down to the bottom line!
FOR SALE
Is it near a mall?

R SIDE OF...

ARTIST & WRITER
DAVE BERG

REALITY


Why are you just sitting around doing nothing? It s time you entered the real world and decided to finish school or go out and get a job!
I'm trying to find myself!
You couldn't find anything in this room!

THINK **Alfred for President—**
He knows how to spell potato!

REASONING

I thought you **hated watching TV!** Now you sit in front of the set like you were **glued** to your **chair!**
That's because I **finally found** something I could watch for hours **without** having to sit through **one stupid commercial!**
The **Shopping Channel!**

ATHLETES

FINANCES

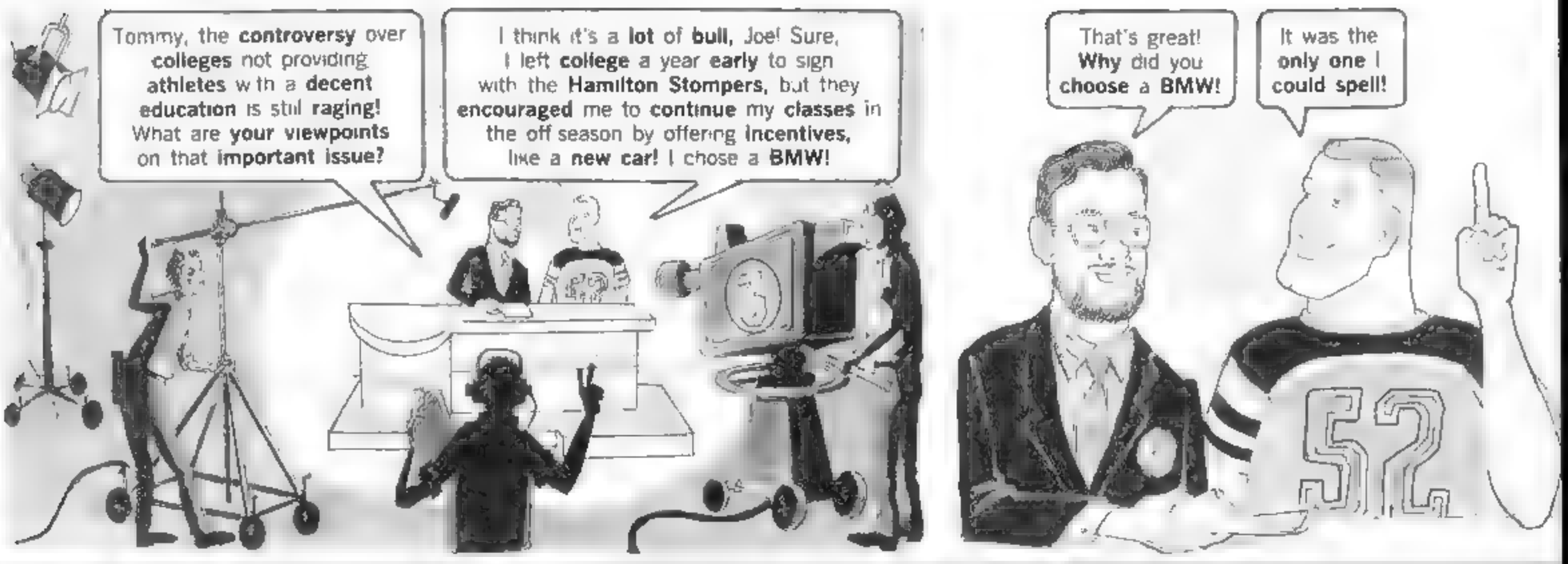
Why is it that every month we have trouble **balancing** our **budget?**
There's a little **quirk** in the **system!** When I get my **salary,** it's **minus taxes...**
when we **pay** the **bills,** it's **plus taxes!**

DISCOVERY

JOB INTERVIEWS

Foreign powers have damaged us long enough!
Why not damage ourselves for a change!
Vote for Alfred!

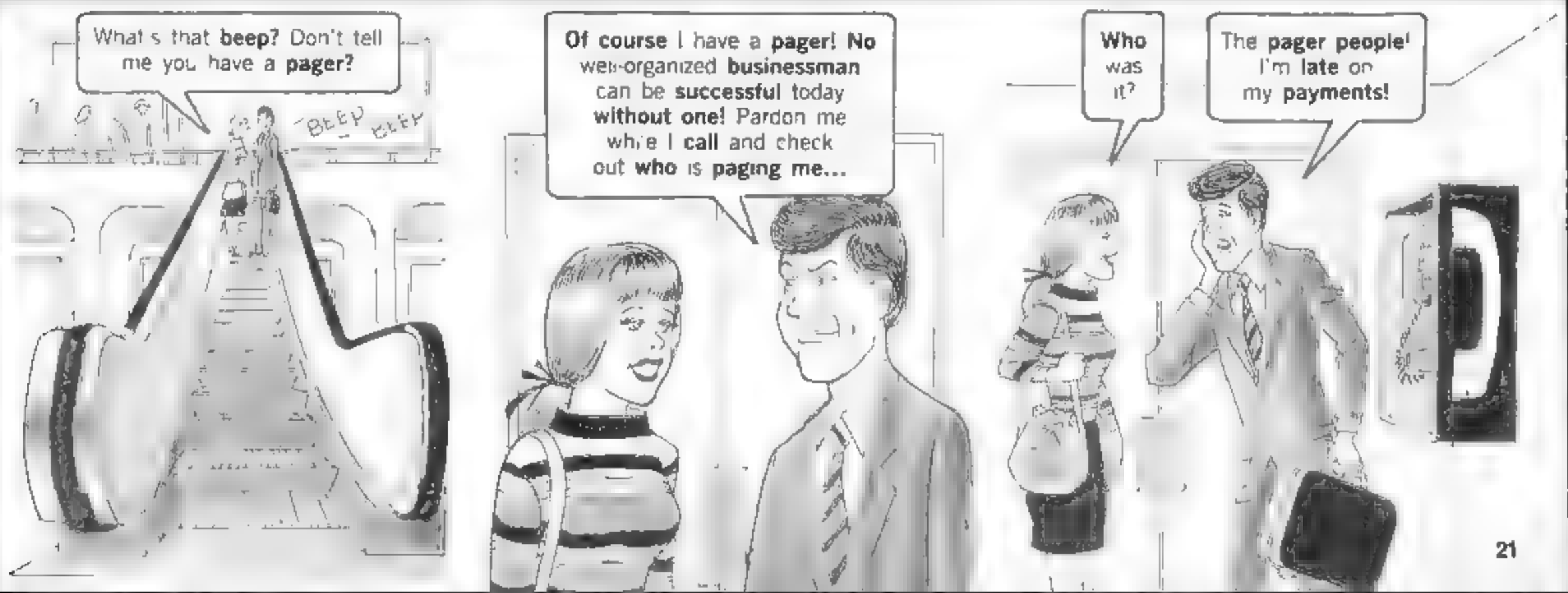
Miss Ross, in reading over your **application,** I notice you **didn't fill in** your **age!**
That's **Ms.** Ross and my **age** is **none** of **your business!**
That's **your perogative!** You also **left out** your **weight** and your **height!**
It's **none** of **your business!**
You also **didn't fill in** your **salary request,** but it **appears that will remain none** of **our business!**


Tommy, the **controversy** over **colleges** not providing **athletes** with a **decent education** is still **raging!** What are **your viewpoints** on that **important issue?**
I think it's a **lot** of **bull,** Joe! Sure, I left **college** a year **early** to sign with the **Hamilton Stompers,** but they **encouraged** me to **continue** my **classes** in the off season by offering **incentives,** like a **new car!** I chose a **BMW!**
That's great! **Why** did you **choose** a **BMW!**
It was the **only one** I **could spell!**

WORK HABITS

One day he came home **sober!**
I ove **Japanese food!** I wonder if it's their **diet** that make them such an **industrious people!**
Don t **believe** all that **nonsense** you hear about the **Japanese** being so **hard-working** while we **Americans aren't!**
They're even **too lazy** to **cook** their **fish!**

STATUS


What s that **beep?** Don't tell me you have a **pager?**
BEEP BEEP
Of course I have a **pager! No** well-organized **businessman** can be **successful** today **without one!** Pardon me while I **call** and check out **who** is **paging me...**
Who was it?
The **pager people!** I'm **late** on my **payments!**

THE OFFICE

This is **ridiculous!** Why are we a **week** past the **deadline?**
Because **I'm working** with **six idiots!**
You're lucky **I'm working** with **seven idiots!**

HOUSEWORK

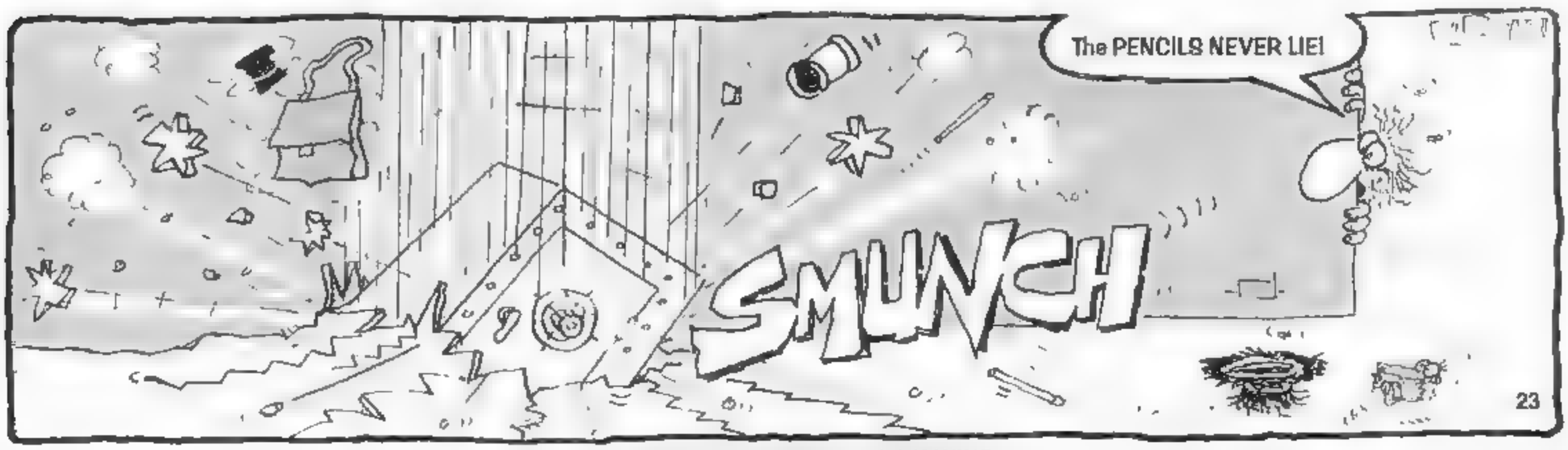
DOCTORS

"Exercise! Exercise!" That's all you ever said! So I **exercised!** I buy a **bike,** take a **ride** and **break my leg!**
Stop **complaining,** Kaputnik! There's always an **upside** to **everything!**
Oh, Yeah? Tell me, what's the **"upside"** for having your **leg** in a **cast?**
You finally get to use all those **one-of-a-kind socks** whose **mates** were **lost** in the **washing machine!**

VOTE **Vote for Alfred—**
more than once if necessary!

THE PORTENTOUS PENCIL-PEDDLER'S PROPHECY

FORTUNE pencils? That's UNIQUE! I've never heard of THAT before! Do they FORETELL the FUTURE ACCURATELY?
ABSOLUTELY! Try one!
FORTUNE PENCILS .50¢



ARTIST AND WRITER: DUCK EDWING

In fourteen hundred ninety-two
Columbus sailed the ocean blue;

Five hundred years have now gone by
Since Chris, that cockamamie guy,

Mad Salutes

—Highlights of His

Alfred E. Neuman for President!
How much more damage could he possibly do?

ARTIST: TOM BUNK

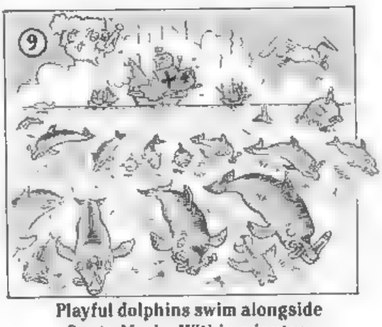
Columbus graduates last in his class from Genoa Seafarers Academy. Is voted "Most Likely To Sail Off End of Earth."

Convinced that world is round, Columbus ar
Spain with bold scheme to sail west to Asia
Queen Isabella refuses to finance trip, Colun
his old buddies Vito and Nunzio "lean on h
return, they are promised 50% of profits from

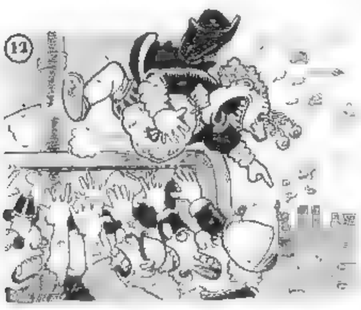
Columbus wrangles deal with used-ship dealer "Honest Juan" Perez. Columbus gets Nina, Pinta and Santa Maria. Perez is promised 50% of profits from voyage.

Shouting to his crew, "Westward ho!" Columbus sets sail, winds up three days later in France.

Spaniards in crew, sick of the Columbus diet, threaten mutiny. Columbus agrees to limit pasta to six days per week.



Playful dolphins swim alongside Santa Maria. Within minutes, dolphins get whiff of unwashed sailors, head for safer waters.

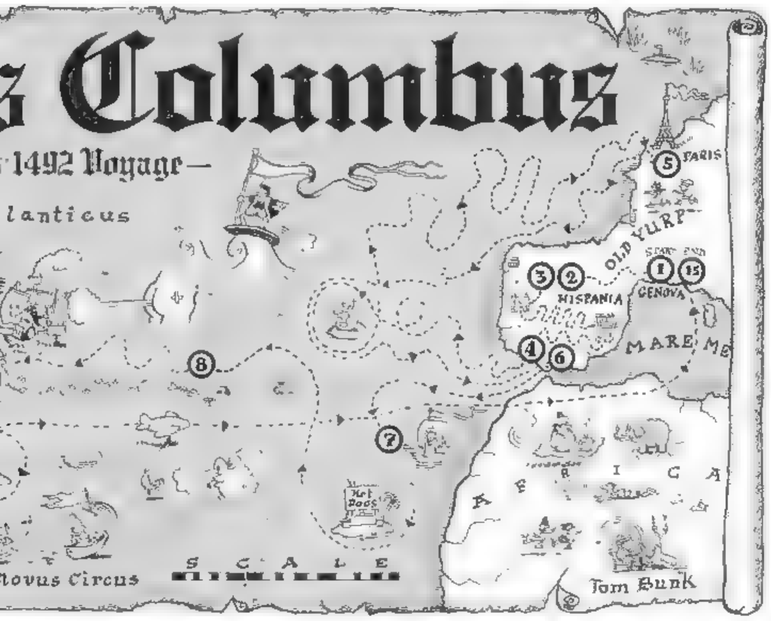


Columbus is first to sight land.

Columbus arrives in New World. War nearly erupts when native chief refuses to let sex-starved crewmen near topless native maidens. Chief gives okay after Columbus promises him 50% of profits from voyage.

Determined that by sailing west
He'd reach the East, or so he guessed;

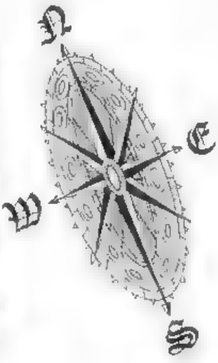
Let's now retrace his famous trip
And recognize his seamanship... as



WRITER: FRANK JACOBS

rives in
. When
bus has
er." In
voyage.

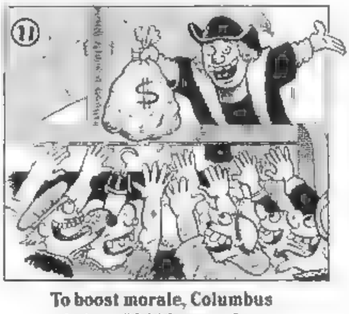
Columbus and Isabella sign deal. He gets her jewels plus exclusive rights to sell "I Crossed With Chris" T-shirts. She is promised 50% of profits from voyage.



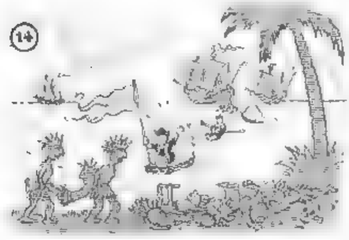
Columbus returns to Spain and buys compass.

Santa Maria pulls alongside ship of rival explorer Amerigo Vespucci. Columbus cons him into taking polar route. "That's the last we'll hear of that gidrool, Amerigo," Columbus later tells crew.

Columbus puts down second mutiny and gives ringleaders choice of punishment—either flogging or being forced to listen to accordion music. Ringleaders choose flogging.



To boost morale, Columbus pledges 50,000 pesos from ship's treasury to first man to sight land.

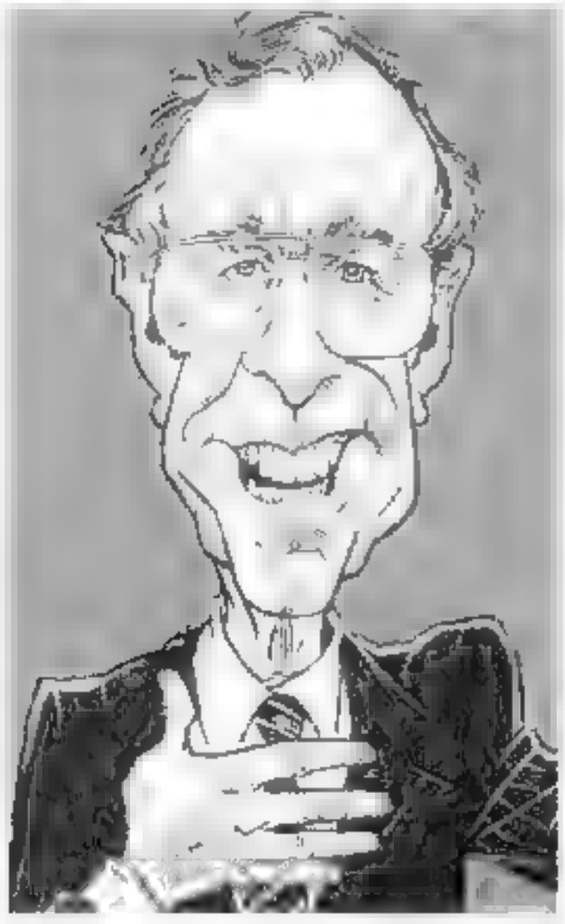


His work done, Columbus sails home. Spain will soon be familiar with a wide variety of New World fruits and crops. Natives will soon be familiar with a wide variety of European diseases.

Columbus keeps 100% of profits from voyage.

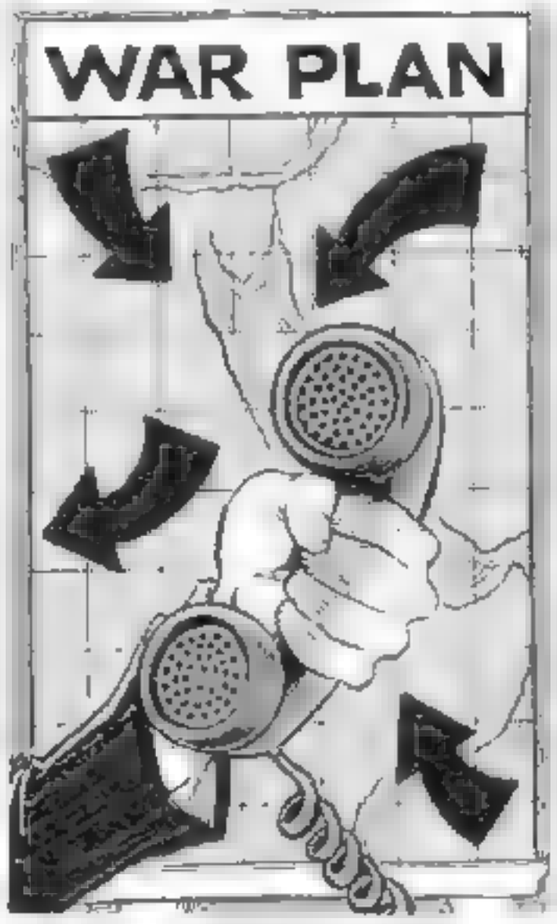
WHEN SHOULD WE BELIEVE...

When should we believe **PRESIDENT BUSH?**



When he says he wants to make the United States a "kinder, gentler nation"?

OR



When he says "Send in the troops!" every 6 months?

When should we believe **MICHAEL JACKSON?**

When he sings "Don't matter if you're Black or White"?

OR

When he shows up another shade "lighter" after his latest chemical skin-peel?

HYPOCRITIC OAFS DEPT.

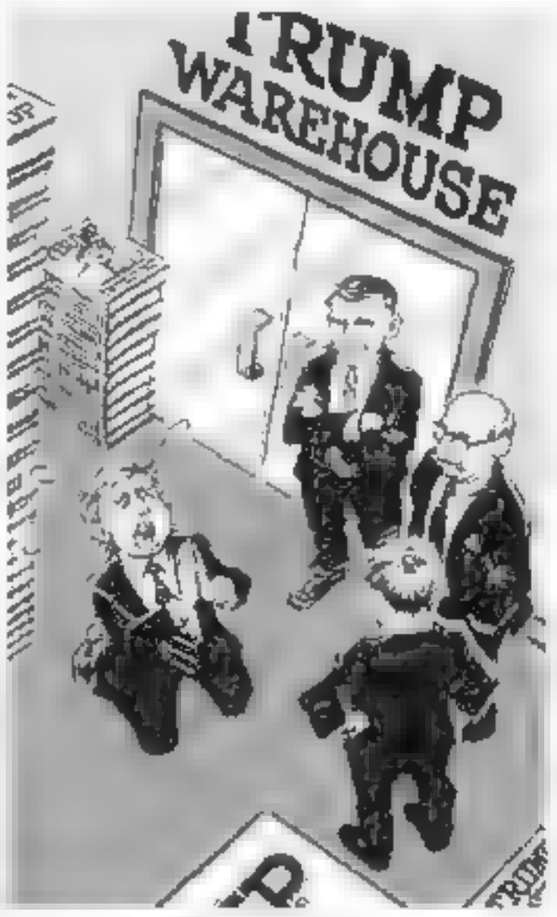
Sometimes people lie. Sometimes people tell the truth. But sometimes, people lie and tell the truth on the same subject at different times! (Like, for example, BEFORE and AFTER an election!) So, the question we ought to be asking about these people is not the usual "WHY should we believe," but rather...

WHEN WHY SHOULD

When should we believe **DONALD TRUMP?**

When he writes a book telling us all what a financial genius he is?

OR



When he has to beg his bankers to "re-structure" his debt because he's broke?

When should we believe **AMERICAN VOTERS?**

When 90% of them tell the pollsters they're disgusted with the crooks in Congress?

OR

When they re-elect 90% of these very same crooks every 2 years?

When should we believe **GERALDO RIVERA?**

When he defends himself to the public as being a "serious journalist"?

OR

When he brings us an endless array of sexual misfits, deviant topics and garden variety morons?

When should we believe **MERRILL LYNCH?**

When their ads keep assuring us they're "Bullish on America"?

OR

When their computerized trading program triggers a stock market panic?

☒ **Alfred E. Neuman—** *the* **"E"** *could stand for* **"Electable!"**

DO WE BELIEVE...?!?!

WRITER: MIKE SNIDER ARTIST: SAM VIVIANO

When should we believe **MADONNA?**

When she appears in public-service ads for AIDS education and prevention?

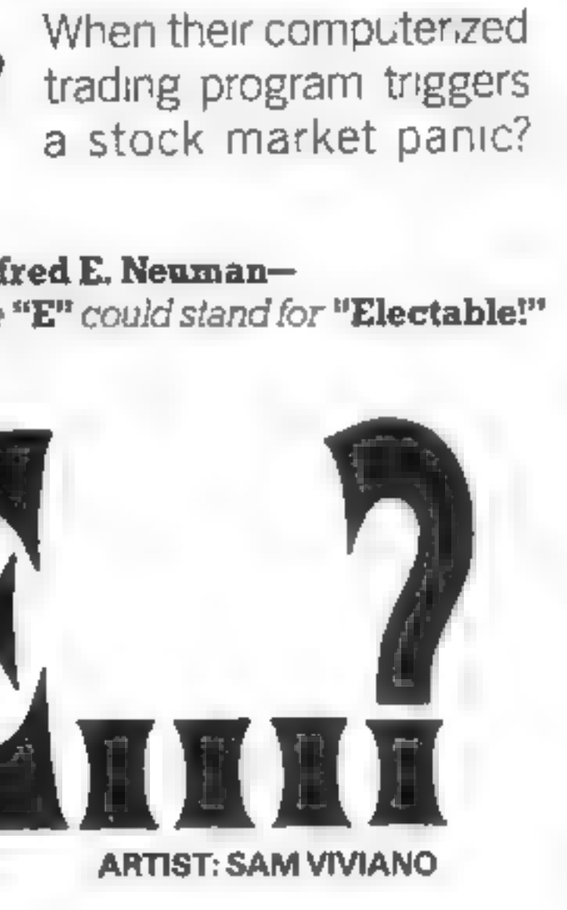
OR

When she practically demonstrates how to get AIDS in her music videos and her live stage act?

When should we believe **GEN. NORMAN SCHWARZKOPF?**

When he assumes his air of "Aw, shucks" modesty about the Gulf War victory?

OR



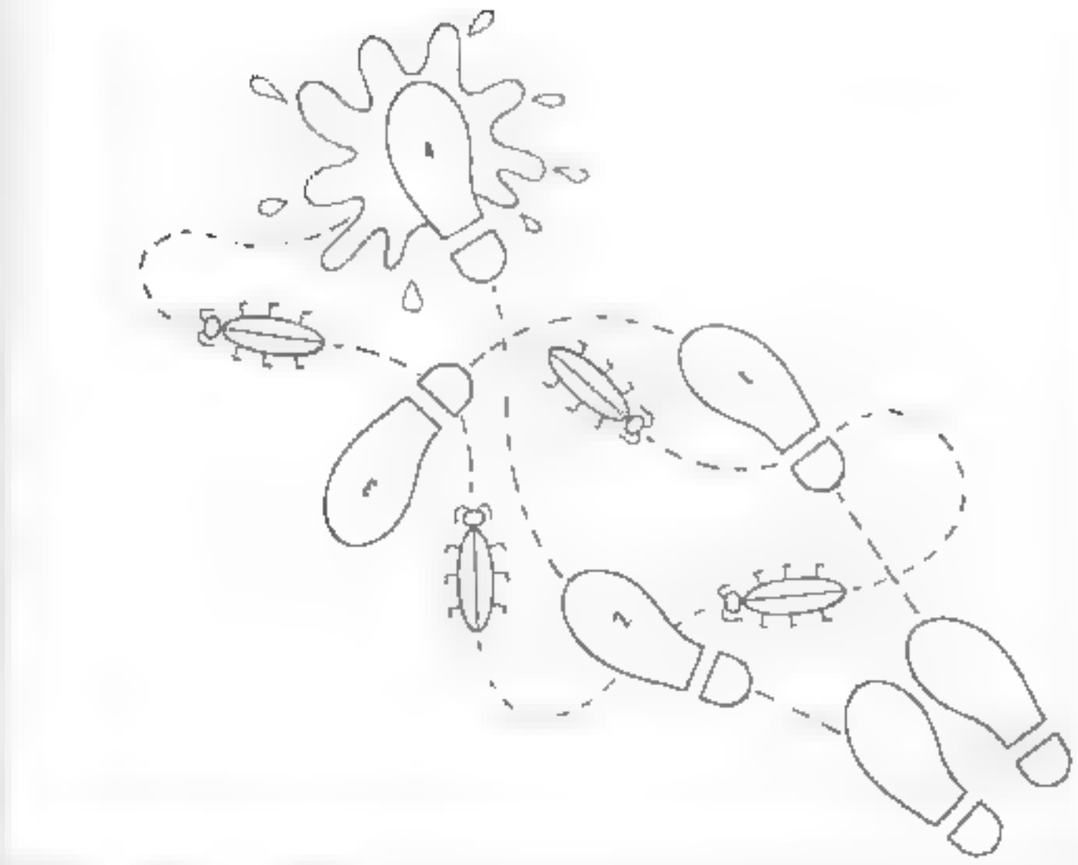
When he hires a publicist, a book agent and a beautician?

FEETING FRENZY DEPT.

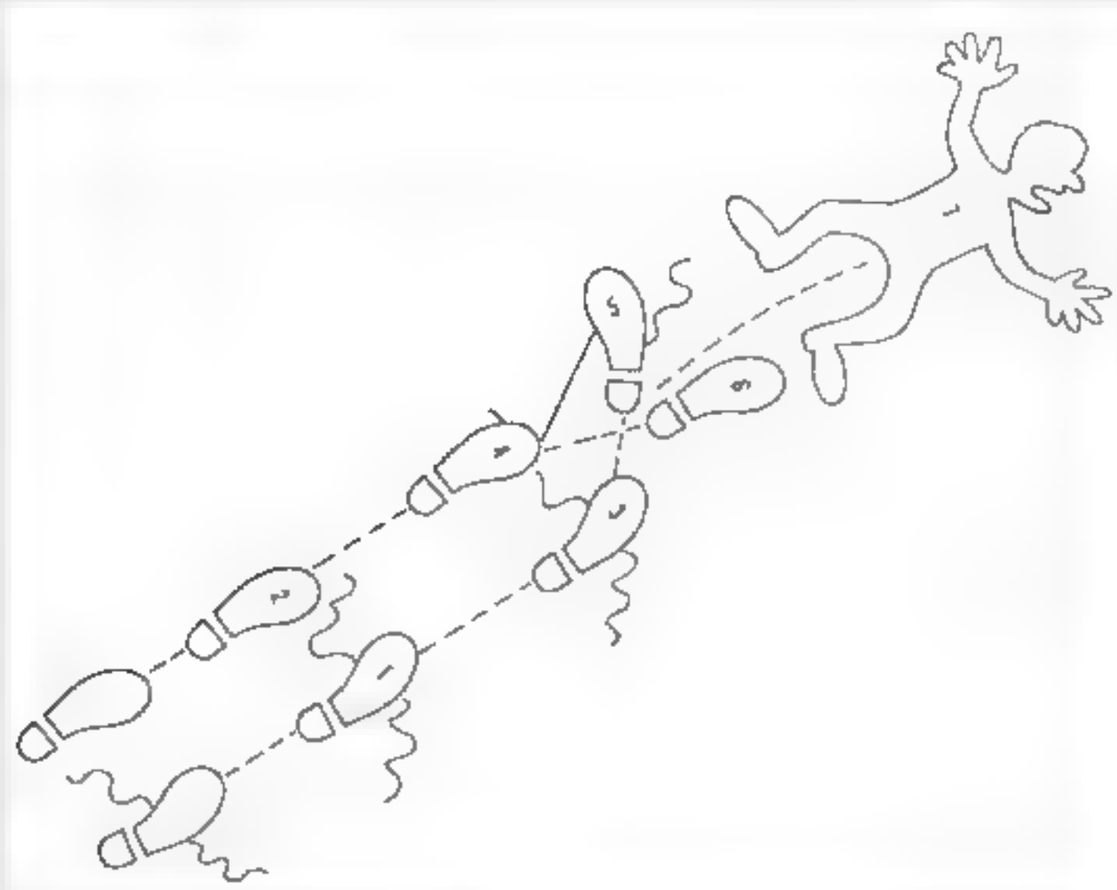
Dance crazes come and go. For a while The Twist was big. Then it was The Jerk, The Frug, the Mashed potato and The Hustle. Later it was The Moonwalk, Breakdancing, The Lambada *(The Forbidden Dance of Love)* and Vogueing. The problem with all of these dances, however, was that you had to take time out from your busy schedule to go out and learn how to do them. We at MAD think this is a big, big waste of time, especially since humans are instinctively familiar with many nifty musical moves already! Here is just a small smattering of some...

DANCE STEPS WE ALL KNOW

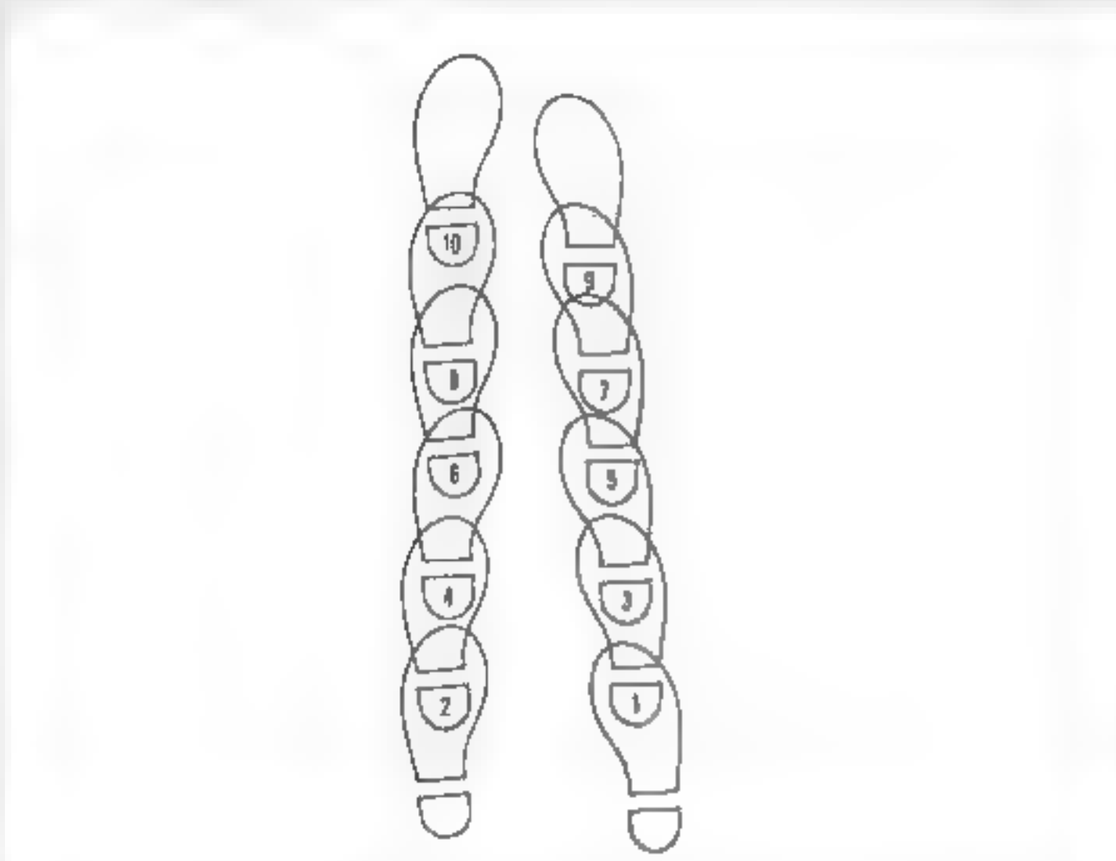
ARTIST: ANGELO TORRES WRITER: DARREN JOHNSON



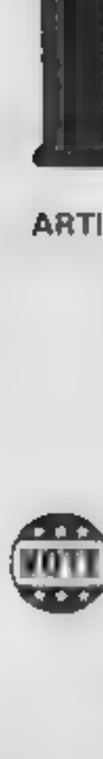
The Cockroach Stomp



The Untied Shoelace Stumble

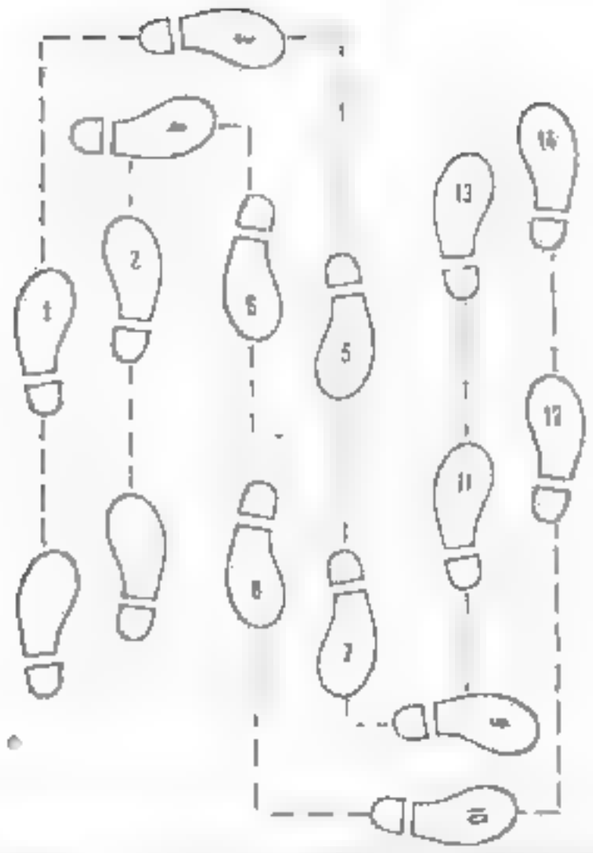


The Slow-Moving Line Drag

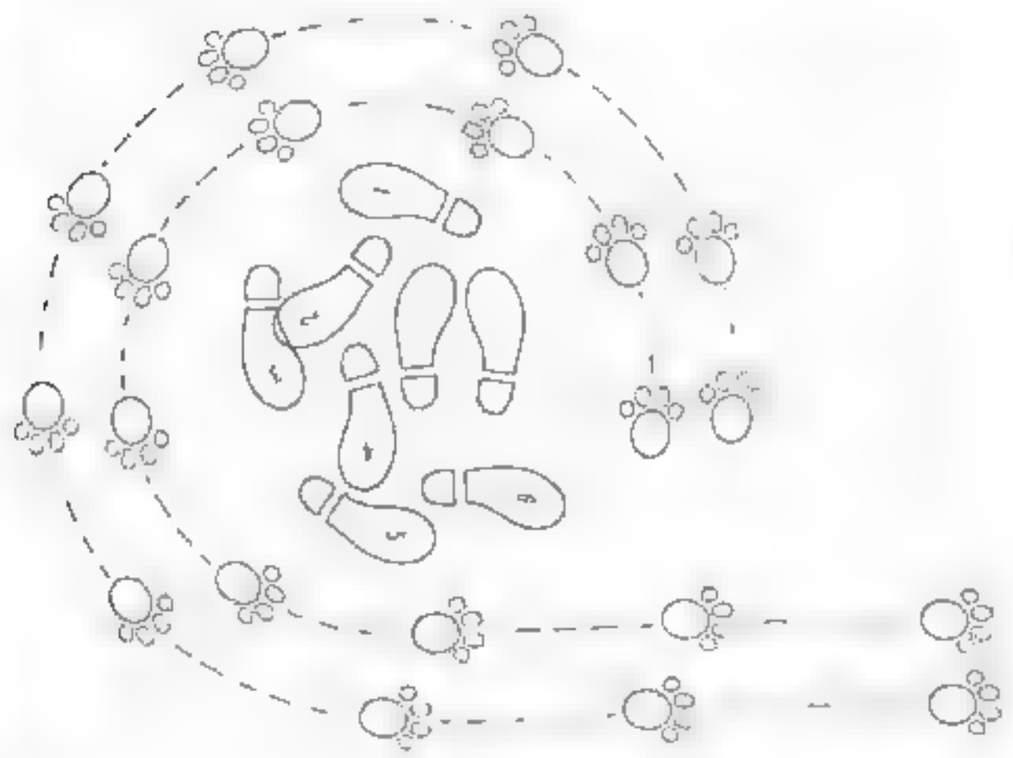


Young!
Energetic!
Confident!
Charismatic!
Happy!

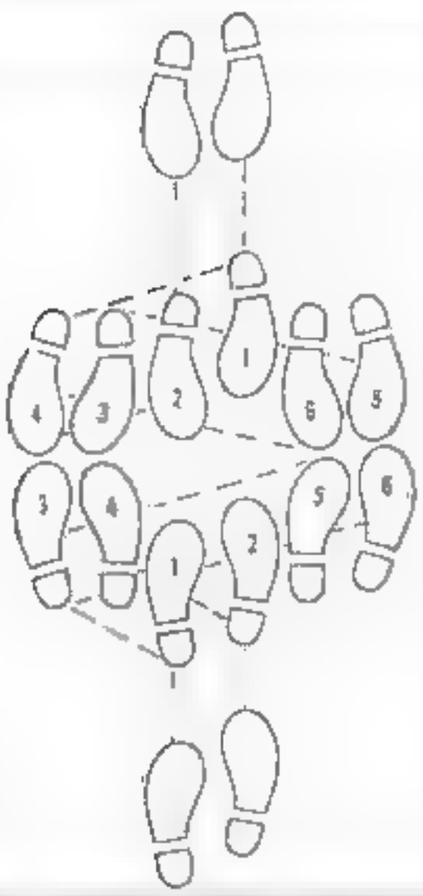
Alfred E. Neuman for President!



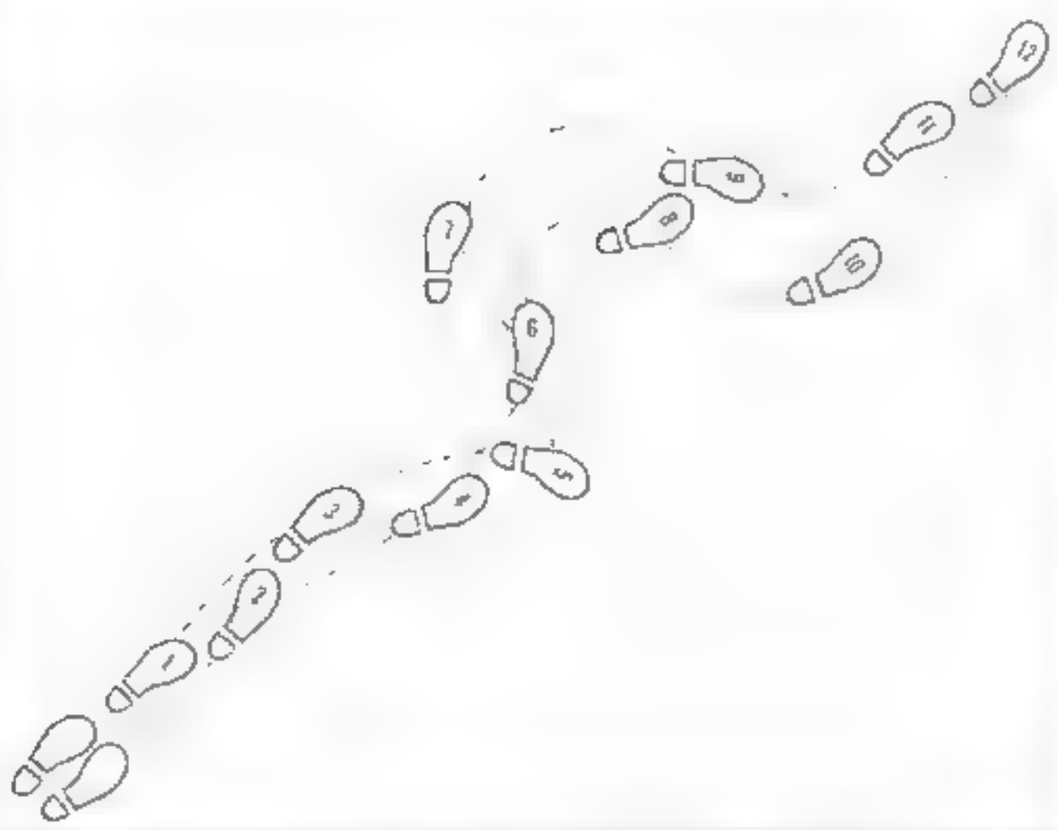
The Bank Maze Mambo



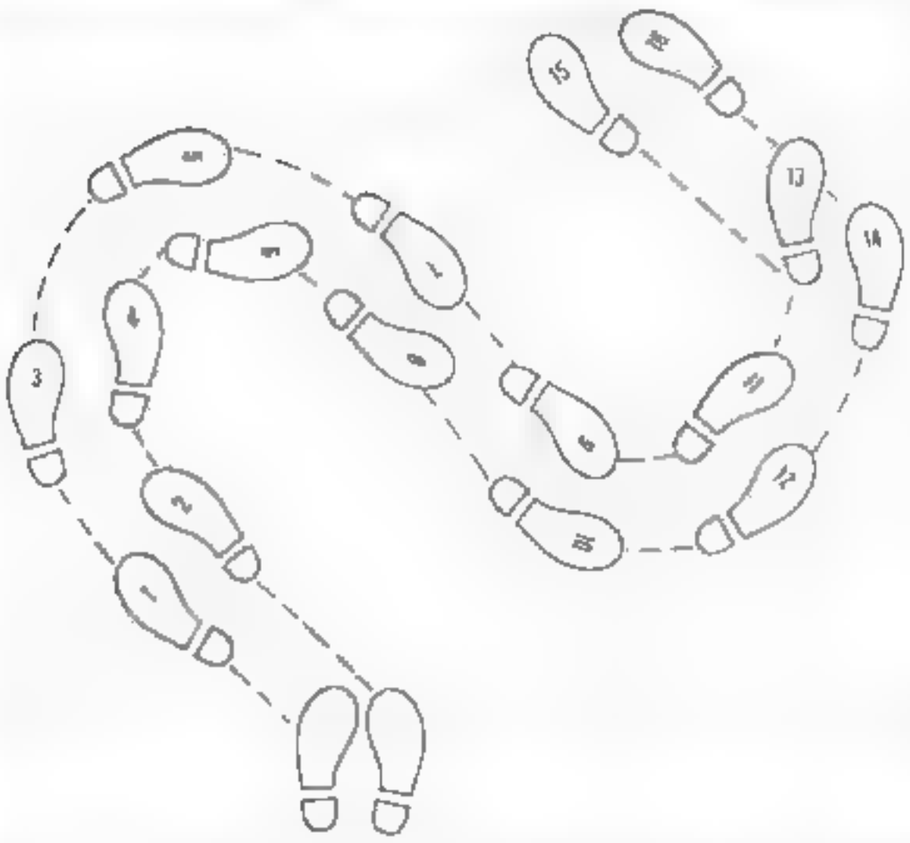
The Dog Leash Spin



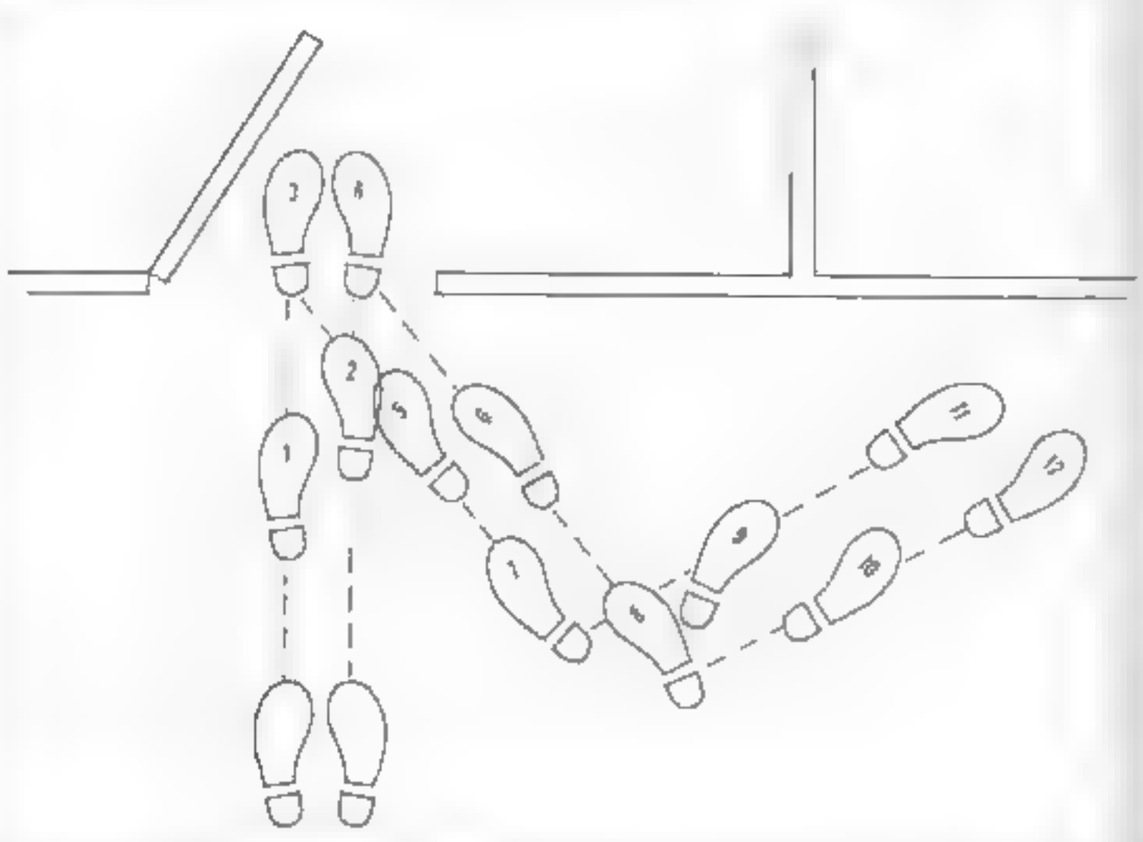
The Passing Strangers' Gavotte



The Failed Sobriety Test Sway



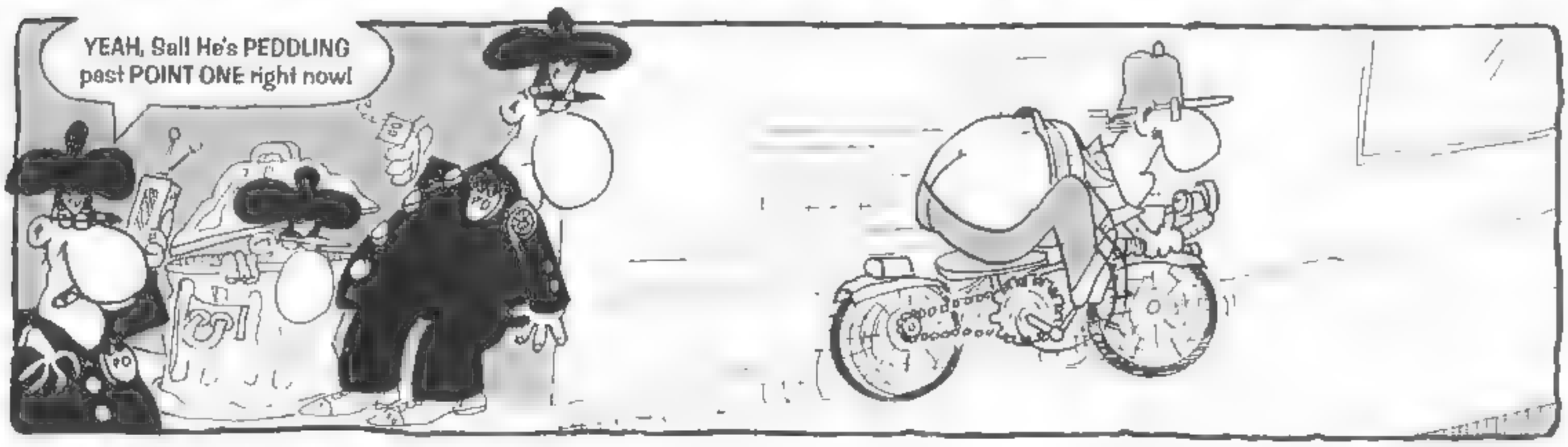
The "See If They Fit" Shoestore Shuffle

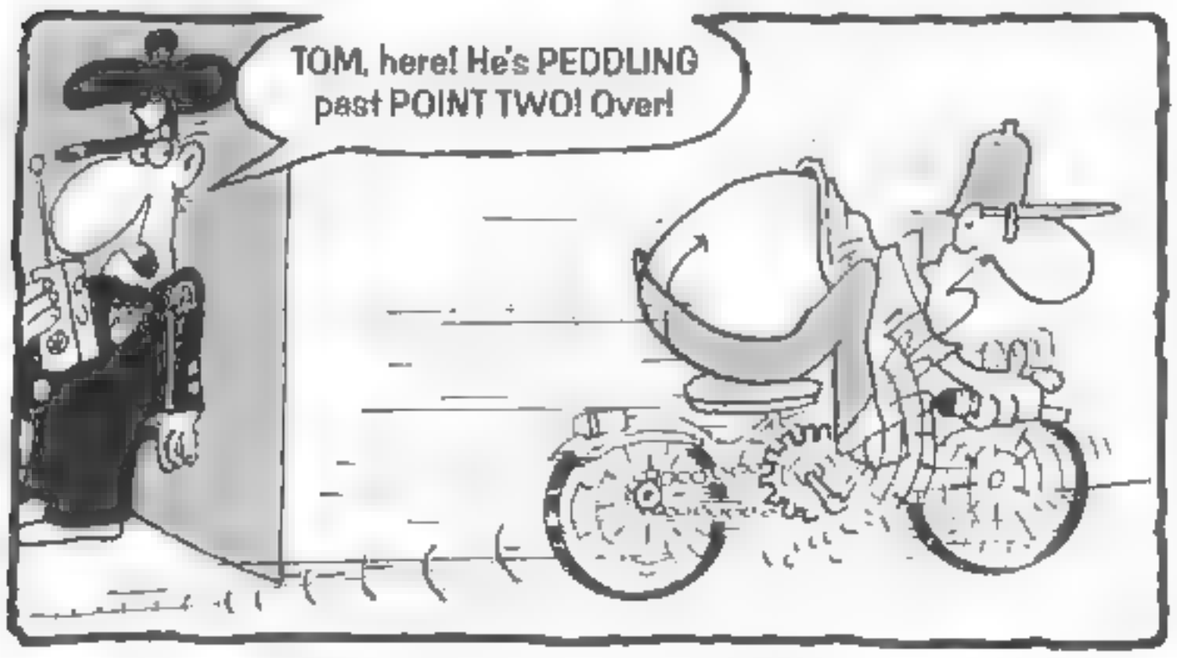


The Wrong Restroom Backstep

Alfred for President—
he can vomit with the best of them!

THE BAFFLING BIKER'S BUGABOO





ARTIST AND WRITER: DUCK EDWING

AMERICAN RADIATORS™

BRUTE FARCE DEPT.

Welcome to your favorite **muscle launching pad!** And poised for the **blast off** are: **BICEPS, CHEST, NECK, BUTTOCKS, CALVES, TRICEPS, ABS...**

LATS, THIGHS, and **PECS!** They're **big,** they're **bulky,** they're **steamy** and mainly, they're **full** of **hot air!** They're

I completely **forgot** which **Radiator** I am!

Don't worry! Your **name** is **printed** on your **uniform!**

That's just **great!** Now if only I **knew how** to **read!**

Did you notice one of the **wooden benches** is **missing** from the **weight room?**

I **ate it!** My body had this wild **craving** for **fiber!**

And I **ate** the **sink,** just like you **told me** to

You **ate** the **sink?** Idiot, I said eat some "**zinc**"!

Listen, it **can't hurt!** His **body** may be **porcelain deficient!**

I took **280 different vitamin pills** today!

Gee, I don't think it's **wise** to **cut down** all at **once!**

CHEST CALVES THIGHS PECS BICEPS TRICEPS NECK BUTTOCKS LATS ABS

WRITERS: DICK DEBARTOLO AND ANDREW J. SCHWARTZBERG

ARTIST: AL JAFFEE

Hello, everyone! I'm **Mite Ailingly!** I got this **job** because I don't know enough about **real sports** to be a **commentator** on a **major network,** and I'm **too dull** and **uninteresting** to be an **announcer** for professional **wrestling!** So you're **stuck** with **me** as **host** on this **pseudo sports show!**

And I'm **Hairy Sanka,** co-host! My **former** career as a **pro football player** has taught me to **respect** the rights of **6-foot, 8-inch, 300 pound behemoths** to **bully** and **humiliate** those **smaller** than **themselves!**

Here's **how** we picked our **American Radiator challengers**—each contestant was given **one minute** to do **50 sit-ups, 50 pushups,** and **50 chin-ups!**

Those who did **without throwing up** were **eligible!**

Trying to do all those **exercises** in **60 seconds** made you **sick** too, hun?

No, I'm **sick** because they just **showed** me the **remains** of the **last show's contestants!**

50 sit ups
50 pushups
50 chin-ups
... "
... "
...

JESSE HELMS TV PROGRAMMING FUND

People ask if our **challengers** also have to **pass a low self-esteem test** that **assures us** they don't mind being **humiliated** in front of **millions** of **TV viewers.**

and the answer is **no!** The fact that they **voluntarily apply** to be **on this show automatically qualifies** them in **that category!**

10 KICK ME 9 10

EMMY

Support recycling!
Vote for Alfred in '92 and '96!

Do you **design** the **sets** on this **show?**

Who **me?** No, I'm in the **costume department!**

Then **why** do you have **paint** and a **paintbrush?**

'Cause **Spandex** isn't **tight enough** for the Radiator's **costumes,** so we **paint them on!**

Contender **Wally Whiplash** is facing **Radiator Pecs** for the **first event,** the **"Jest"!** They're both **equipped** with **large sticks** capped with **feathers!** the object is to **tickle** each other until someone **laughs hard enough** to **fall off** the **pad!**

This event isn't as **interesting** to **watch** as it **sounds** when we describe it, so let's run some **footage** to show a little **background** on our challenging **challenger, Wally Whiplash,** instead!

Wally, why **did** you **decide** to **try out** for **American Radiators?**

I just got **tired** of **wrestling alligators!**

And you thought the **Radiators** would be **more challenging?**

No, less challenging! I figured **here** I had a **better chance** to **outwit one** of my **opponents!**

While you **folks** at **home** were watching that **film clip,** the **"Jest" event** ended in a **stunning upset! Wally Whiplash beat Pecs!** Tell us **what happened,** Pecs!

Well, when Wally made a **wild swing** at me, I heard his entire **spine** snap out of joint! **Plinko!** It **broke me up!** I **laughed** so hard, I **lost control** and **fell off!**

The **women** are taking part in the **event** we call **"Hang Rough"!** Our contender, **Betty Brutal,** is **used** to dealing with **bullies** and engaging in **hand-to-hand combat** in **her regular job**—a **school teacher** at a **public school!**

Is there **anybody in there?** Take off some of that **protective gear** and come out and **fight like a man!**

Betty Brutal only got as far as the **second ring** when **Radiator Buttocks** got her in a **scissors grip** with her **powerful legs!** And she **won't let go!**

At first **Betty Brutal** was **struggling** to get **free** of the **hold!** But **now** she's **stopped struggling** and they're **exchanging phone numbers!** I tell you, folks, you **never know** what's going to **happen** on **this show!**

HEY! STOP RUINING MY FAVORITE SHOW

Let me **explain** the **numbers** appearing on your **TV screen! 29** is Whiplash's **neck size! 31** is Pec's **shoe size! 34** is Buttock's **I.Q.** And **23** is the **number** Brutal came up with when she **counted** all of her **fingers** and **toes!**

We know **viewers** only tune in to **check out bodies,** not **scores,** so **who cares** what **numbers** are on the **screen!**

Now let's meet our **second men's challenger** in the **"Hang Rough" event,** Carl Concussion! During the **day** Carl works in a **gas station,** and at **night** he's a **target** at a **police shooting range!**

Brand new **strategy,** here! **Carl** is taking a **short cut** by **swinging** on one of the **220 volt electric cables** hanging from the **lighting grid!** Do the rules **allow** using the **electric cables?** Let's get Radiator Biceps's **opinion!**

Mite, the **rules** definitely **do not allow** contenders to **swing** on the **electric cables,** but I don't think Carl should have **any points** taken away from him! The fact that he's been **electrocuted** is **enough** to **satisfy me!**

Good sport, that **Biceps!** Let's go on to our **next men's event...**

...the **"Atlas-shmear"!** Here's **Wally Whiplash!** Since **Carl Concussion's dead,** his **mother** is **standing in** for **him!** The contenders have to **roll** their **metal cages** onto the **scoring pods!**

But **today** they have an **added** challenge! **Two** of our **metal spheres** are **out** for **repair,** so our **challengers** will have to go the route **on foot!**

You could have been **squashed** like a **pea, Mrs. Concussion!** But **Radiator Triceps rolled** completely in the **other direction!** Yes, you're a **lucky lady** to have **scored!**

It wasn't **luck,** it was **brains!** I sprinkled a **bag** of **"steroid munchies"** on the **opposite side** of the **arena! I knew** those **pumped-up pea-brains** couldn't **resist 'em!**

Let's have a look at our **contenders** as they **work out** in the **gym between events!**

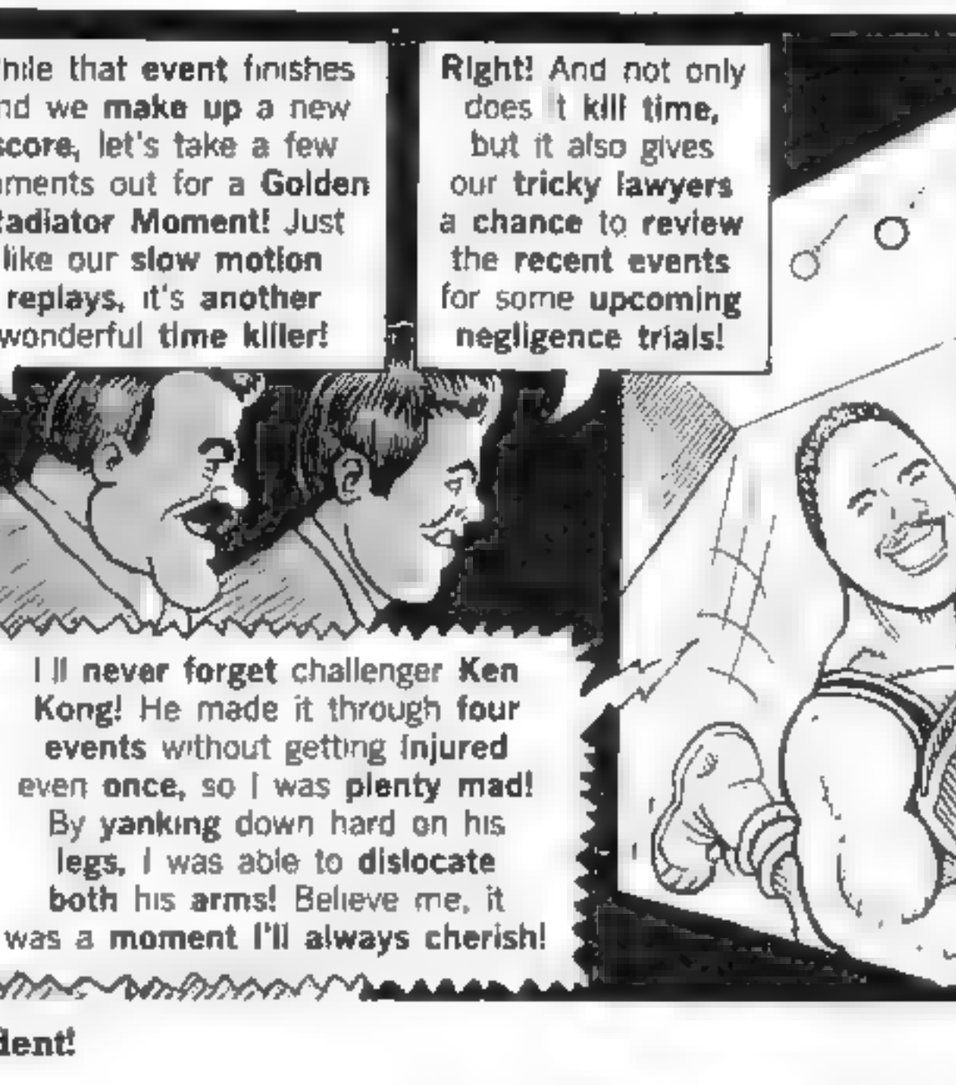
If they're **exhausted** from **one event,** shouldn't they be **resting** for their **next event** instead of **knocking themselves out** like this?

Hey, I said they were **strong! I never** said they were **smart!**

While we get ready for uh, **Hairy,** what's the **name** of the **event** where they **climb** the **wall?**

Oh **that's called** the **"Wall Climb"** event!

Thanks a lot! While the **contenders** get ready, let's bring our **viewers up-to-date** on the **scoring!**



The **women** are **climbing** the **wall** and the **cameramen** are getting some **great shots** with our **"Tush-cam"!**

Two female Radiators are in **hot pursuit,** trying to **prevent** the contenders from **scoring!** And two **men** from the **audience** are also in **hot pursuit,** also **trying to score!**

By the way, any **prize money** a **contestant wins** is **taken** directly **out** of the **Radiator's salary! That's** how we get them to be such **fierce competitors!**

While that **event** finishes and we **make up** a new **score,** let's take a few moments out for a **Golden Radiator Moment!** Just like our **slow motion replays,** it's **another** wonderful **time killer!**

Right! And not only does it **kill time,** but it also gives our **tricky lawyers** a **chance** to **review** the **recent events** for some **upcoming negligence trials!**

I'll **never forget** challenger **Ken Kong!** He made it through **four events** without getting **injured** even **once,** so I was **plenty mad!** By **yanking** down hard on his **legs,** I was able to **dislocate both** his **arms!** Believe me, it was a **moment I'll always cherish!**

PRINTED IN U.S.A. **Alfred E. Neuman for President!** *"MAD in the U.S.A*

The **men** are **poised** in **The Amazed**, a complex **labyrinth** of **narrow, dead end passages** with **Radiators** waiting to **stop them!** What are their **chances** of **succeeding,** Harry?

Zero! Zilch! Zip! Nada! This **maze** was **designed without** a **solution!** It doesn't even have the **fire exit** required by law! So let's just **fuhgettaboutit** and go over to the **women!**

How are you **feeling** as you enter the **final Round?**

I'm going to let it **all hang out!** I'm going for the **gold!** I'm gonna **take charge!** I'm gonna **kick butt!** I'm really **psyched!** When the **going gets tough,** the **tough** get **going!** It's not **how** you play the game, it's **how you win!**

That's it! You just **won** the **"Woman's Cliché Final"!** You delivered the **most clichés** ever spoken with **a five-second "get ready" period!**

Hold it, Mite! She **won** in the **"Most Clichés Delivered By An Amateur"** category **only!** I hold the record for **"Most Clichés Delivered By A Pro"!** I tell it **like it is!** I don't pull **any punches!** I call it the way **I see it!** Let the **chips...**

Alright! Alright! We **know** you hold the **professional record!** And even if you **didn't,** you **just won it!** Give it a **rest,** already!

ALL'S FAIR IN LOVE AND WAR
...PRACTICE MAKES PERFECT
...NICE GUYS FINISH LAST
HE WHO HESITATES IS LOST
...TO THE VICTOR GO THE SPOILS
A BIRD IN THE HAND IS WORTH TWO IN THE BUSH
THIS TV WILL ENTERTAIN VIEWERS WITH ONLY HALF A BRAIN

In this **final challenge,** you must **run up** the **down treadmill, transverse** the **twirling tubes, careen across** the **cargo net, race** for the **ropes,** and **sidestep** all the **slimy spit balls** spewed in **your direction** by **two Radiators** who haven't **showered** since yesterday...

or you can face the **alternate challenge** of naming **five** of this **nation's fifty states!**

We'll **take** the **easy way out!**

Yeah, we'll take the **first challenge!**

CHALLENGER TEST #14

This is the **challenge, Contenders**—you must **escort** these **Junior Radiators** from **one end** of the **mall** to the **opposite end!**

That's it? That's the **whole thing?** That's **nothing!**

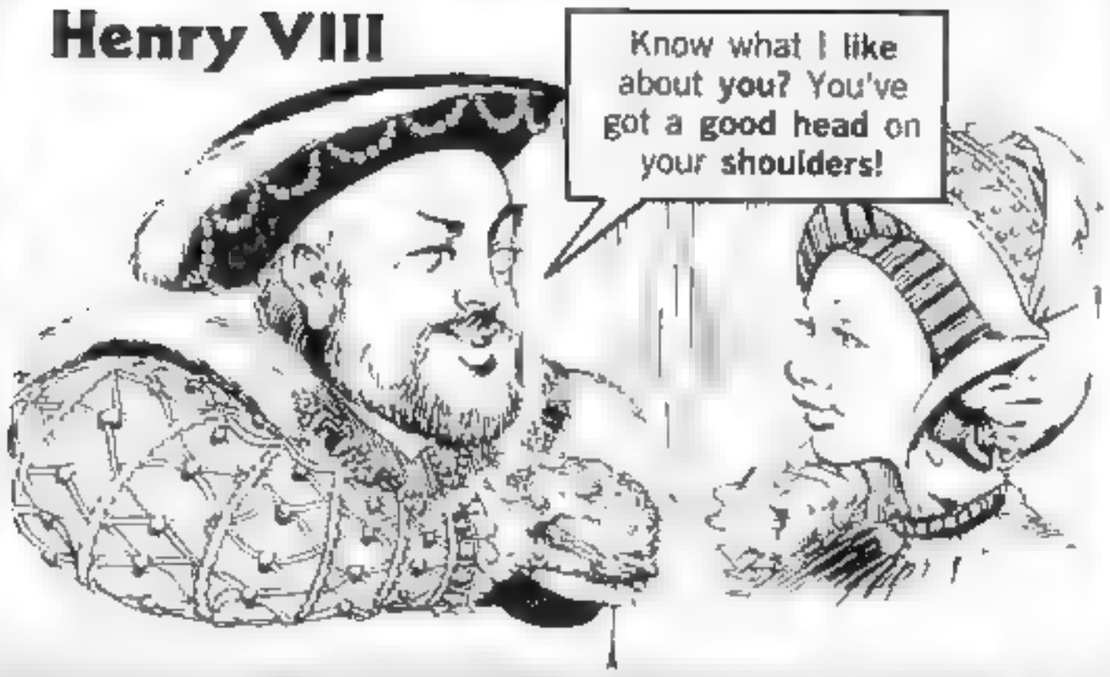
Wait! You must **escort** those **kids** through this **shopping mall without** letting any of them **buy** even one **piece** of **American Radiator merchandise!**

BUY

Right! That means no **Radiator Dolls!** No **Radiator Playsets!** No **Radiator Video games!** No **Radiator Bubble Gum Cards!** No **Radiator Action Figures!** No **Radiator Jousting Sticks!** No **Radiator Dress-Up Kits!** No **Radiator Collectables!** No **Radiator Helmets...**

Forget it! There's **no way** it can be **done!** We're **losers!**

They've **finally** come up with the **impossible event!**



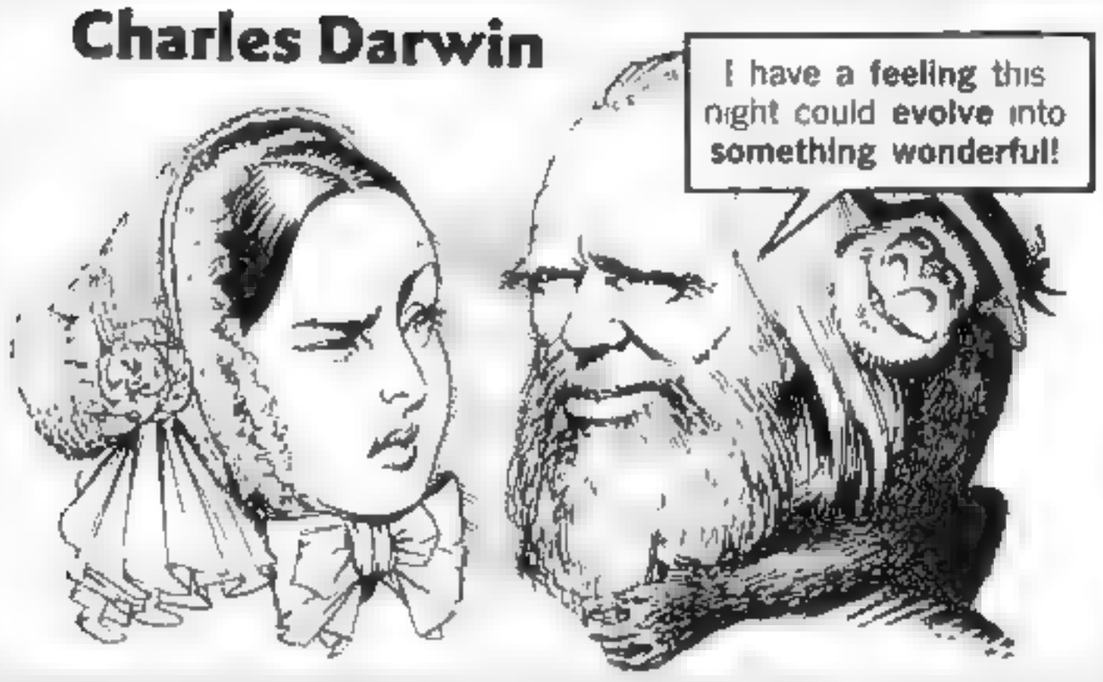
THE PRATTLE OF THE SEXES DEPT.

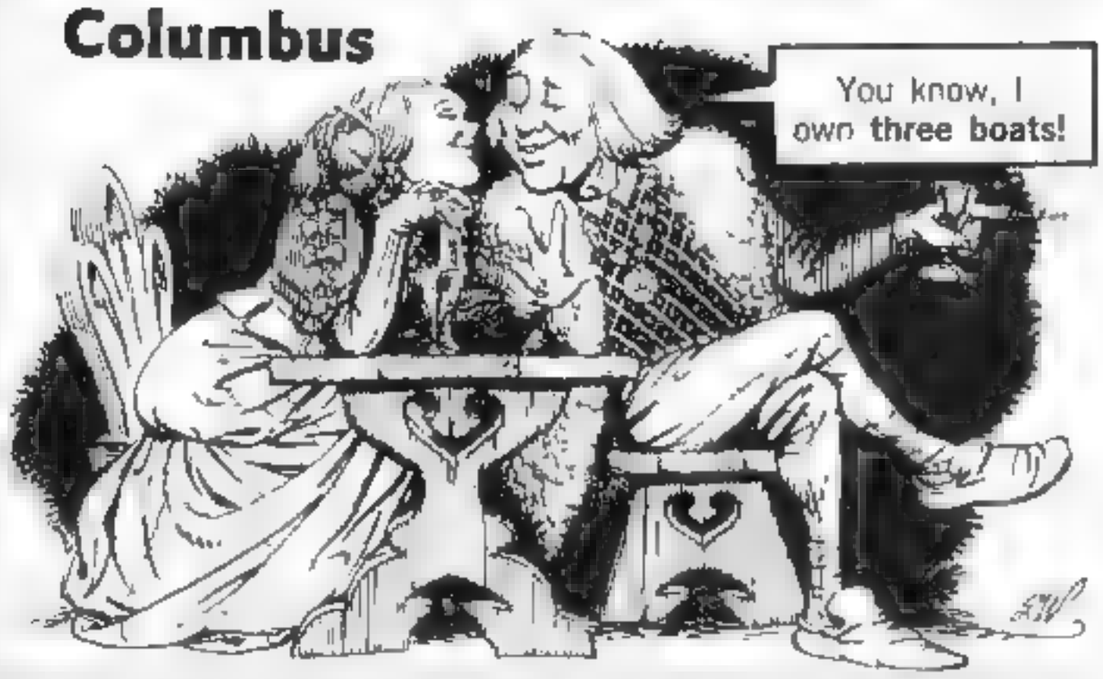
Come-on lines are the universal mating call for our species. Unfortunately the universal response to them it, "C'mon!" hence the name. They can range from the trite, "Come here often?" to the stupid, "What's your sign?" Still they've probably been around since the beginning of time. So, now rest easier knowing you're not the only jerk who has struck out using them, as you'll see in...

Histor

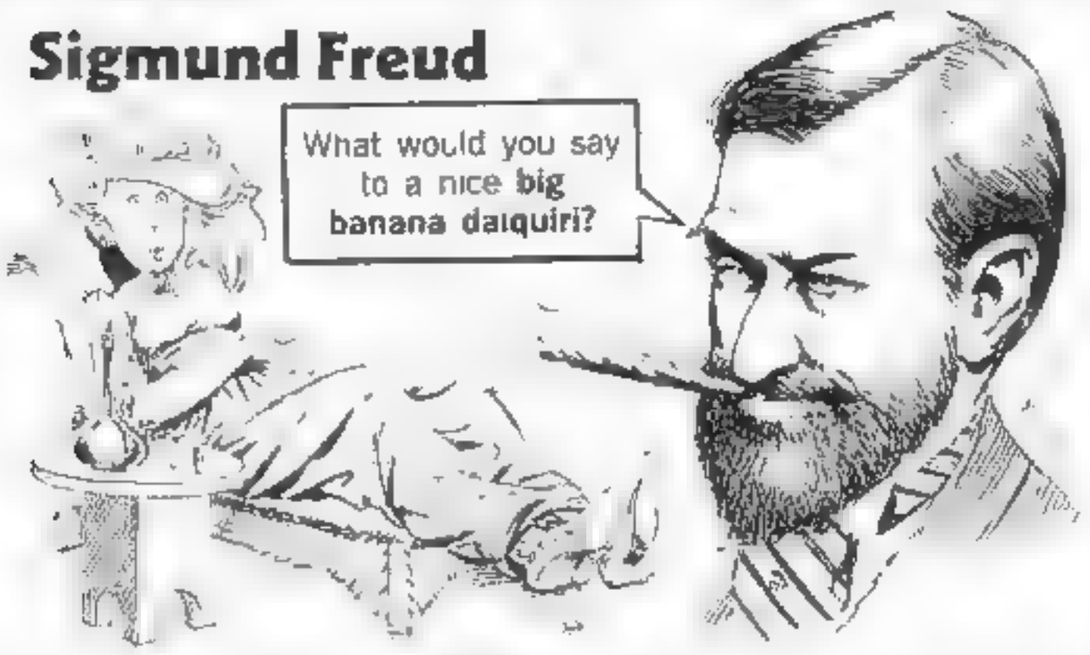
☒ *Fill out an absentee ballot for Alfred E. Neuman* **the Absentee candidate!**

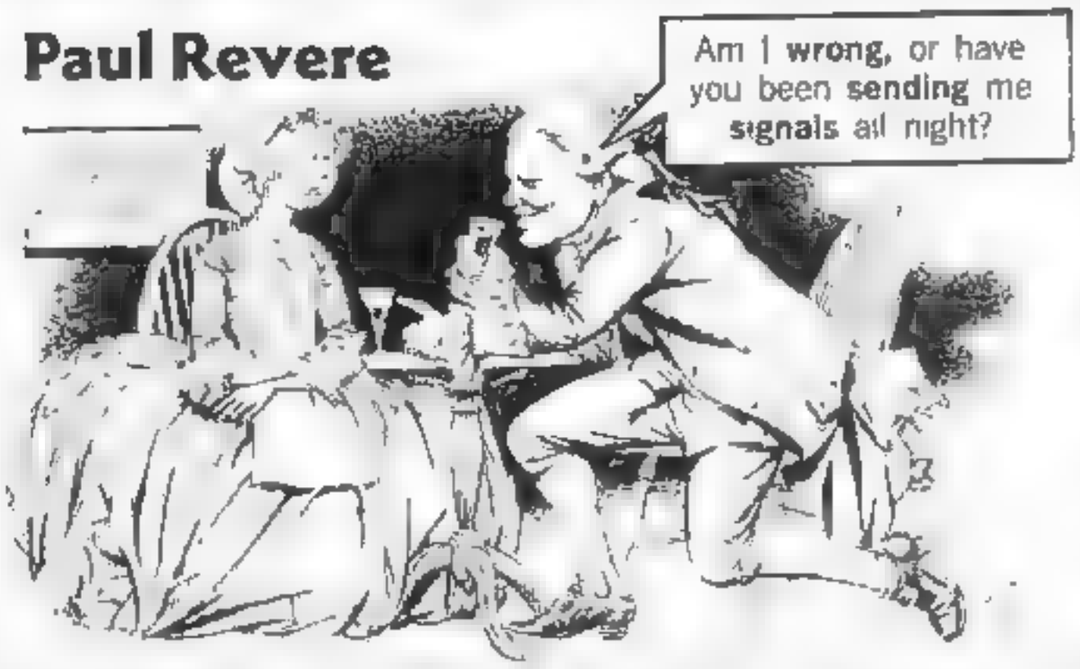
COMIC-



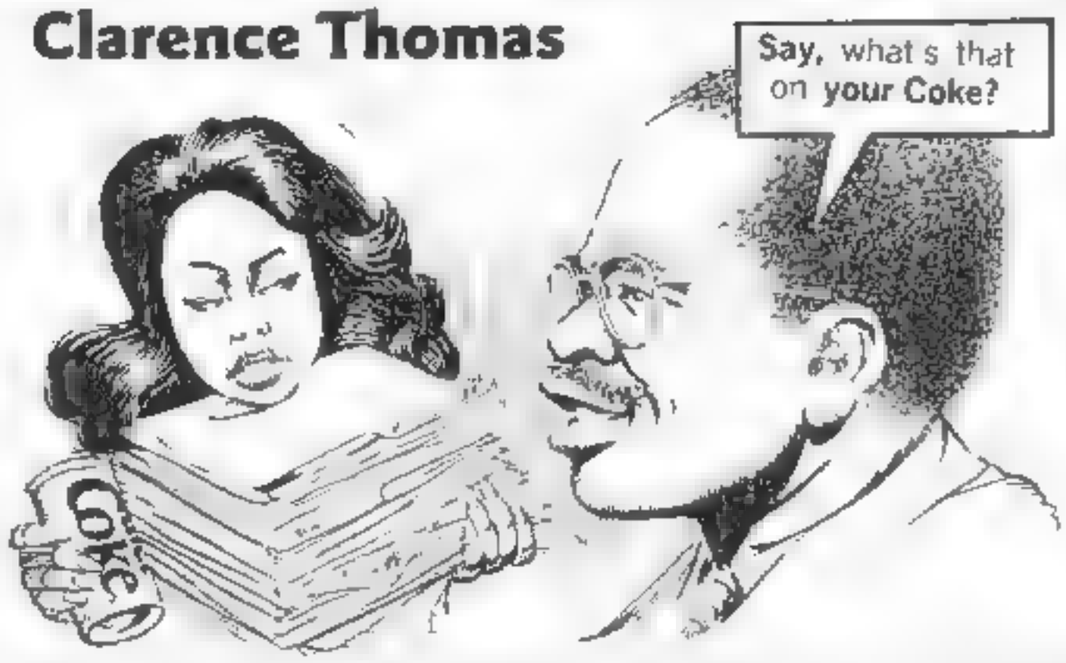


'y's Great-ON LINES





ARTIST: GEORGE WOODBRIDGE WRITER: DON JACOBS

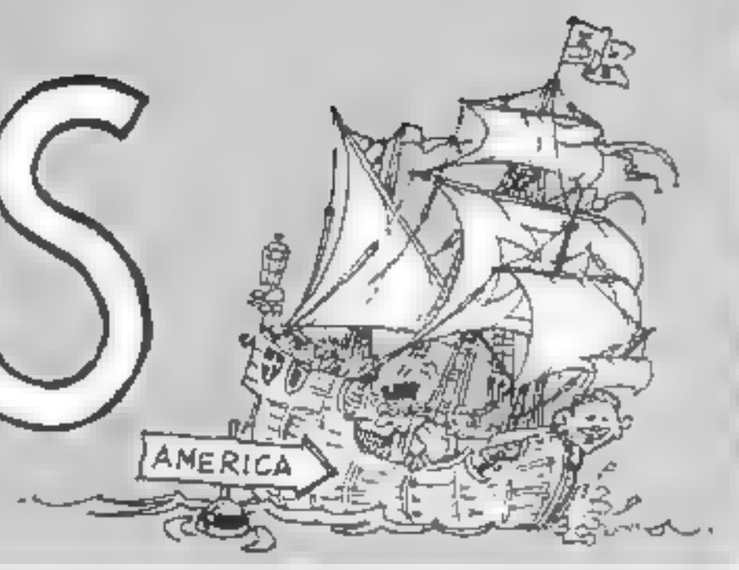


SERGE-IN GENERAL DEPT.

THINK *It takes an imbalanced mind to balance the budget!* **Alfred E. for President!**

A MAD LOOK AT

COLUMBUS



ARTIST AND WRITER: SERGIO ARAGONES

Put Alfred in the White House!
At least it'll get him off the streets!

REDUCED 70%
SALE

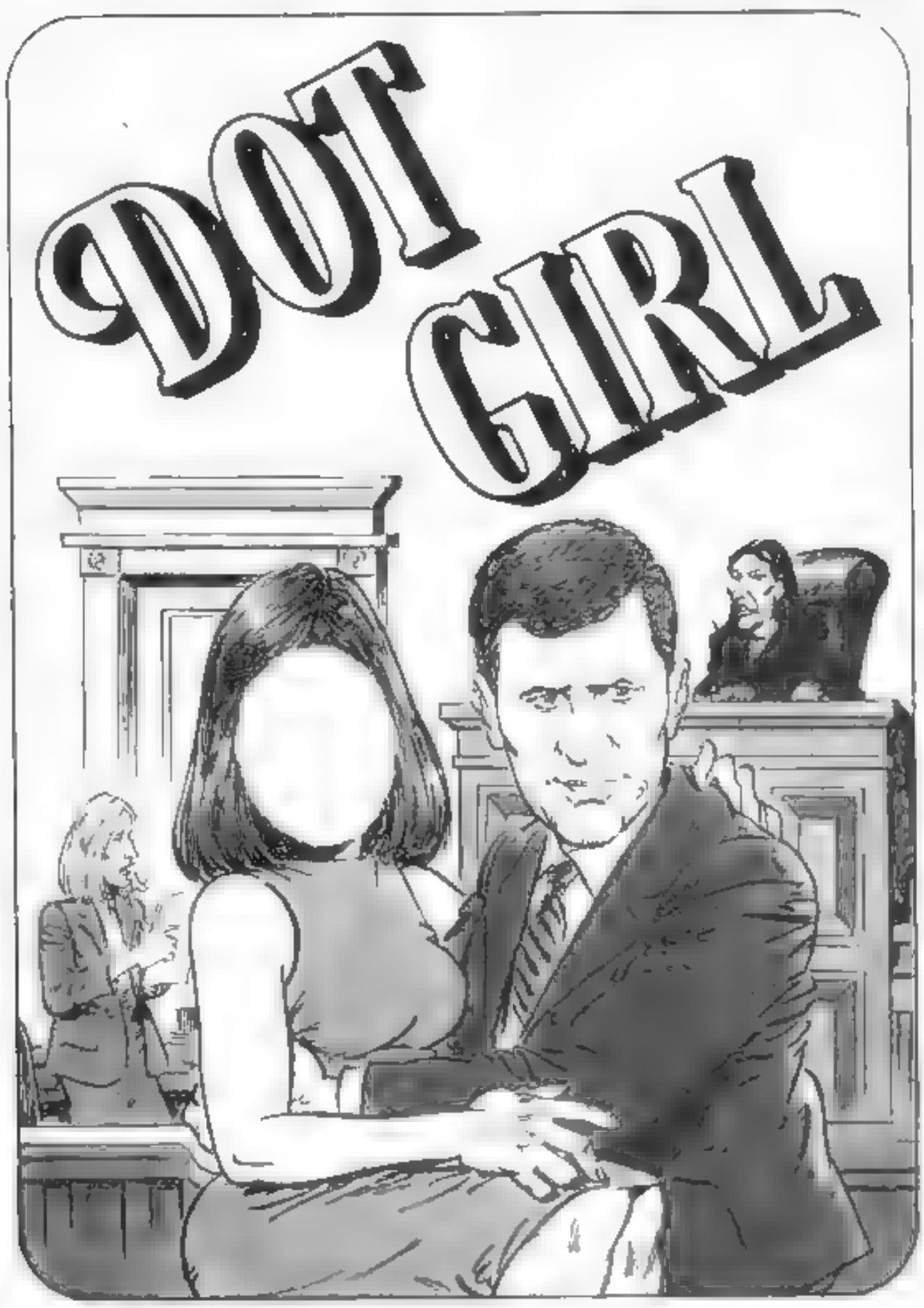
If you've ever watched CNN, you know the main problem with it is...it's all news! That's fine when we're at war, or when another Kennedy goes on trial, but any other time, CNN is just dull and boring! If they really want to compete with the big three networks (not to mention the one medium-size network and the plethora of petites!), they've got to offer something besides news. So, why not situation comedies? It's perfect! They've already got all the raw story material they need to develop innovative new programs like these...

VOTE **"No New Taxis!"**
Alfred E. Neuman, the Bus-rider's President

CNN SITCOMS

BASED ON NEWS STORIES THEY'VE COVERED

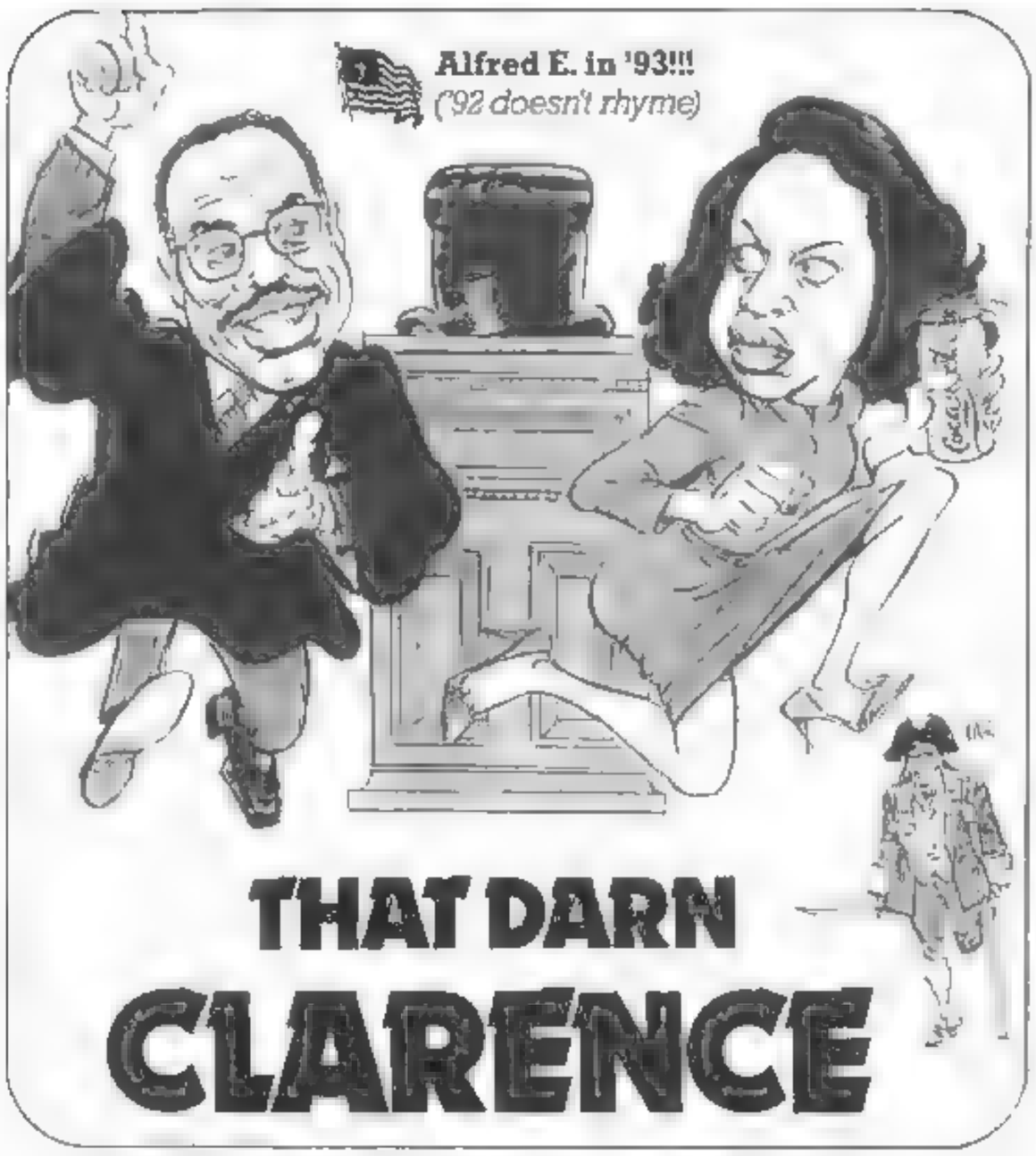
ARTIST: ANGELO TORRES



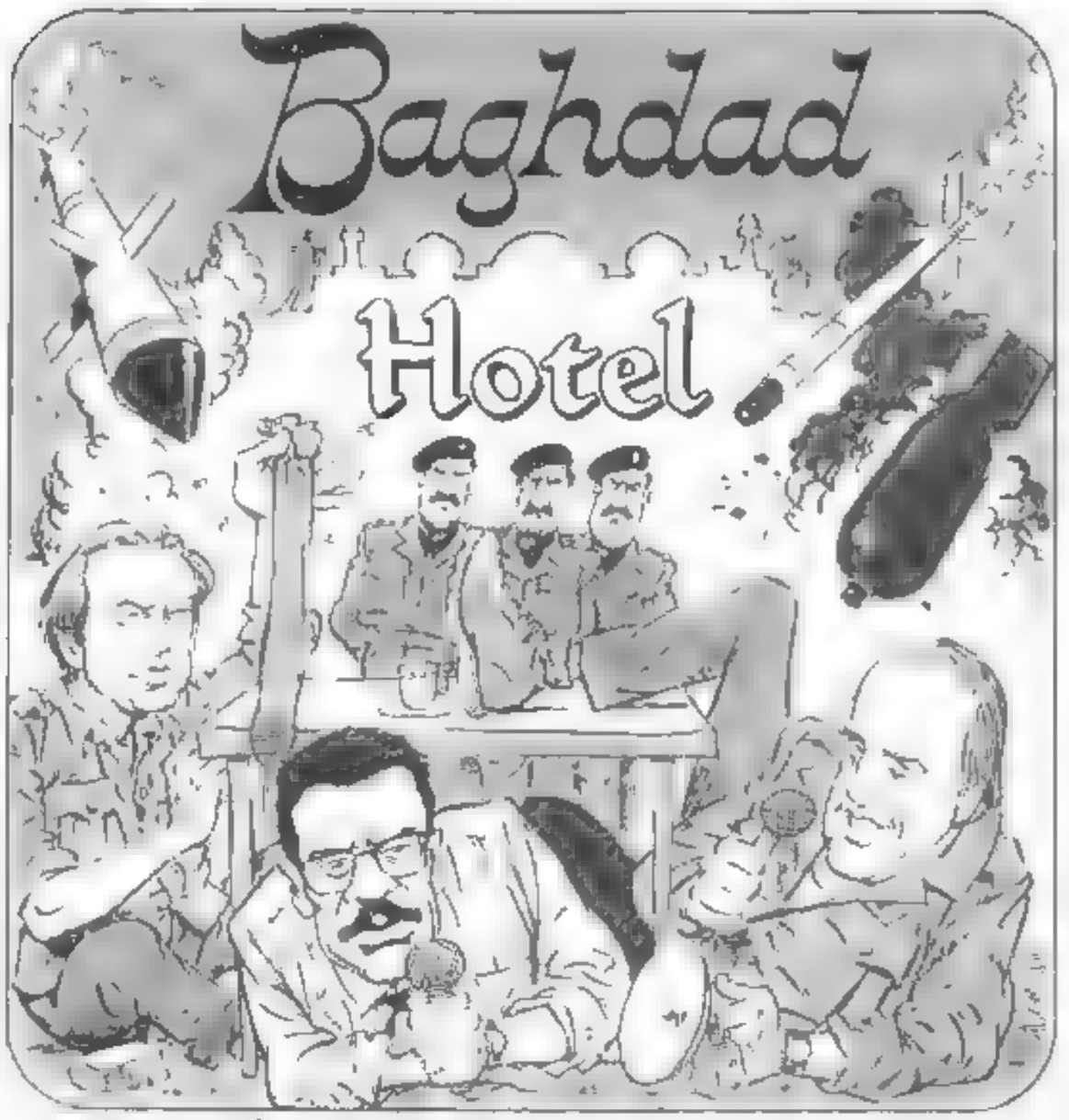
She's an ordinary witness in a nationally-televised trial until a bizarre control-room accident leaves the electronic dot used to hide her identity permanently etched on her face! Wackily complicating matters is Donald, the man who loves her, regardless of her "questionable" looks!

WRITER. MIKE SNIDER

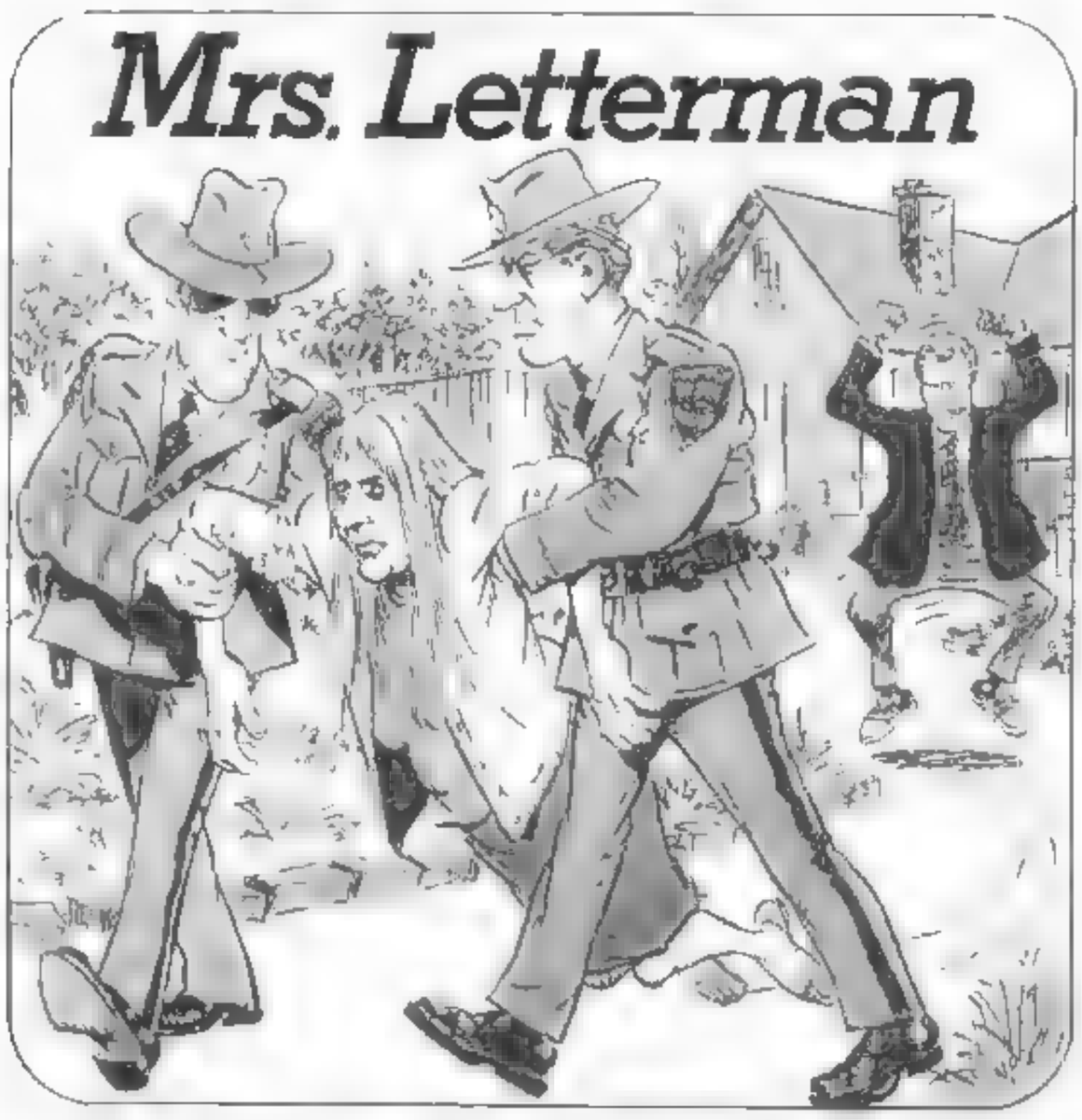
Watch the Siberian fur fly when two headstrong politicians compete for control of a crumbling empire, as well as corner office space in the Kremlin! In the pilot episode, Gorby hits the roof when he returns from vacation only to find that irrepressible Yeltsin has not only stolen his Rolodex, but outlawed the Communist party!



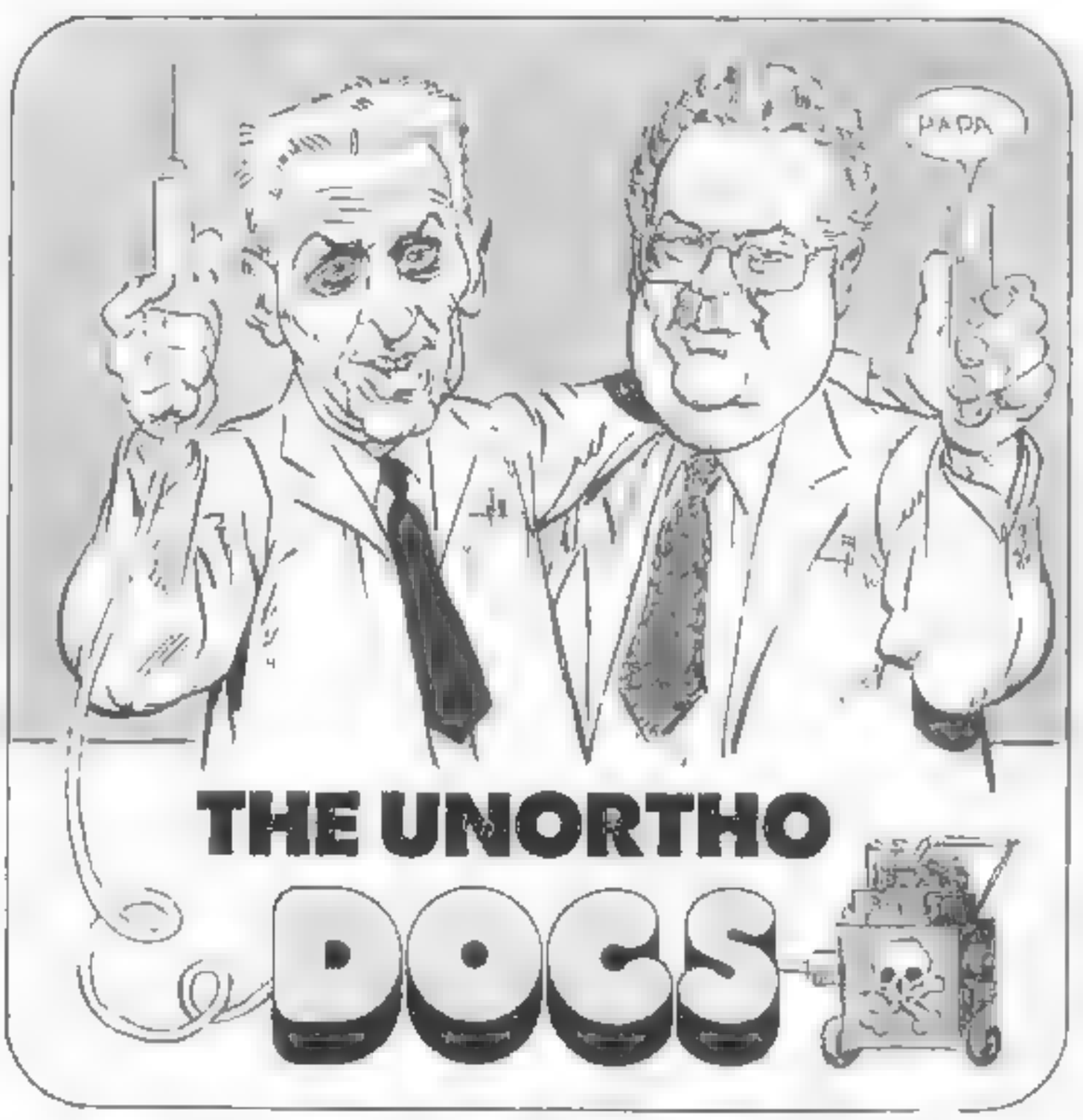
He's lewd! He's crude! He's every working woman's worst nightmare! But it's all in good fun, as Clarence—that "constitutional cut-up"—breaks all the taboos to get his girl...and your funny-bone! Sexual Harassment was never so hilarious!



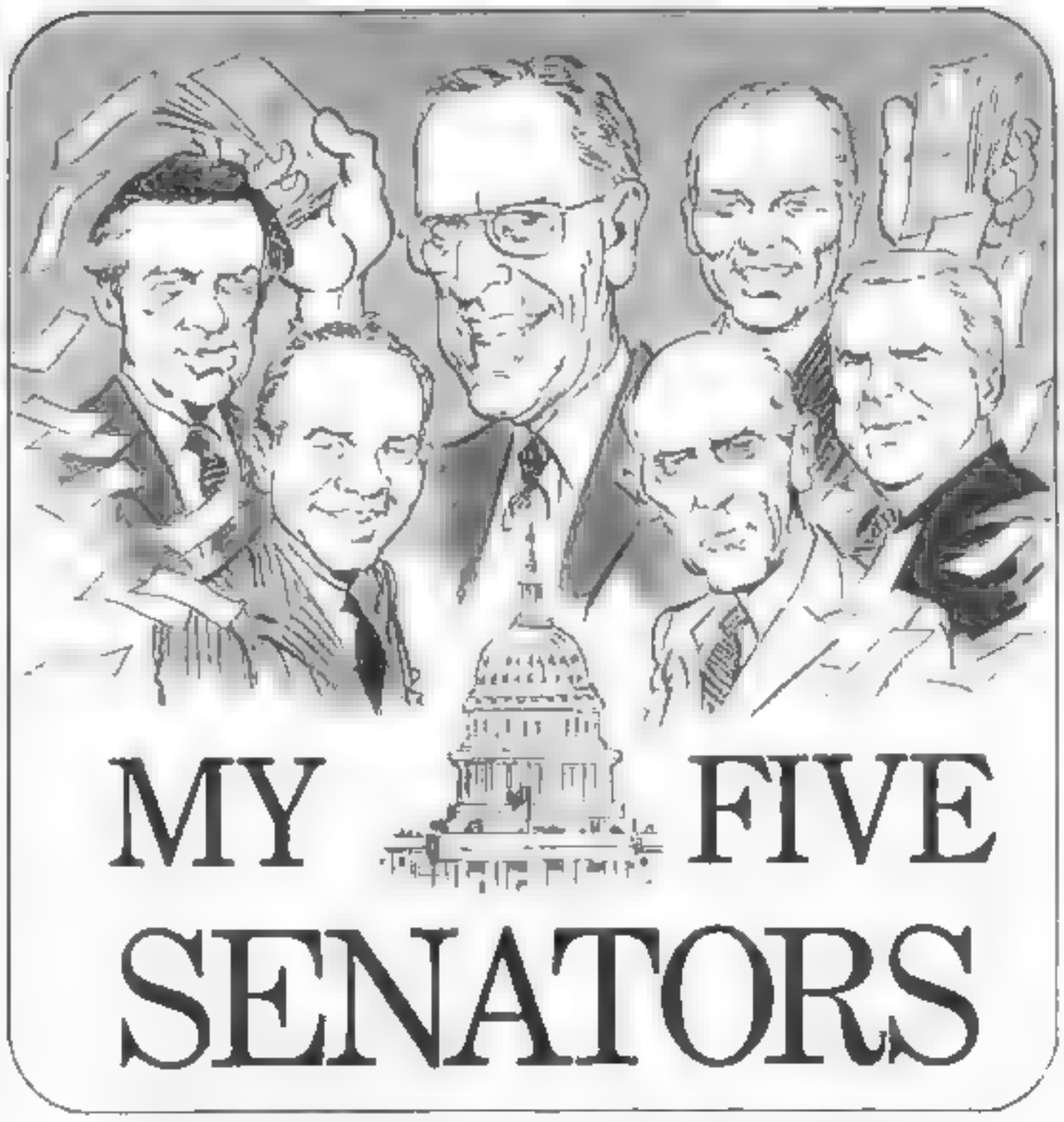
Squeeze three reporters into one hotel room during the biggest aerial bombardment since WW II and the laughs just keep on coming! Join Bernie, Peter and John as they dodge "smart bombs," anti-aircraft fire (and each other's dirty socks!), while plotting and scheming against a group of bumbling, but loveable, Iraqi censors! High-tech hijinx for the whole family!



From the creators of Mrs. Columbo, now comes the Second Lady of Mystery, alias Margaret Ray! She's an amateur snoop and sometime schizophrenic with some tough detective work ahead of her! Her job? To prove what everyone, including Mr. Letterman, refuses to believe—that she really is married to the Clown Prince of Late Night television! Mrs. Letterman will be your Wednesday night obsession!

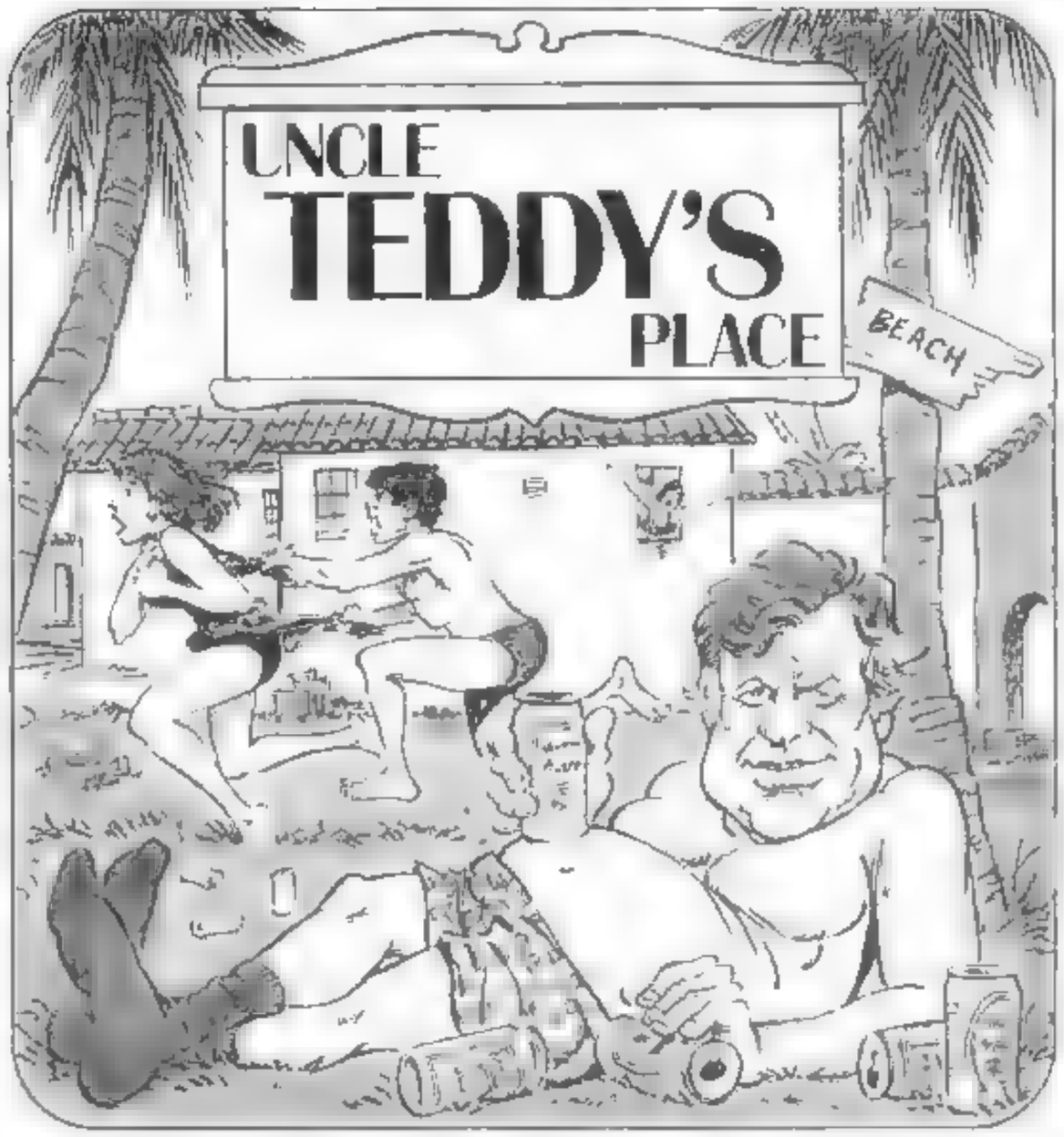


Meet two eccentric physicians who always operate on the cutting edge of medical ethics—and the law! Dr. Jack Kevorkian is the inventor of The Suicide Machine and known affectionately as "Dr. Death"! His colleague, Dr. Cecil Jacobson, is a fertility specialist who secretly uses his own sperm to impregnate patients! When this duo of zany medicos get together anything can happen—and usually does!

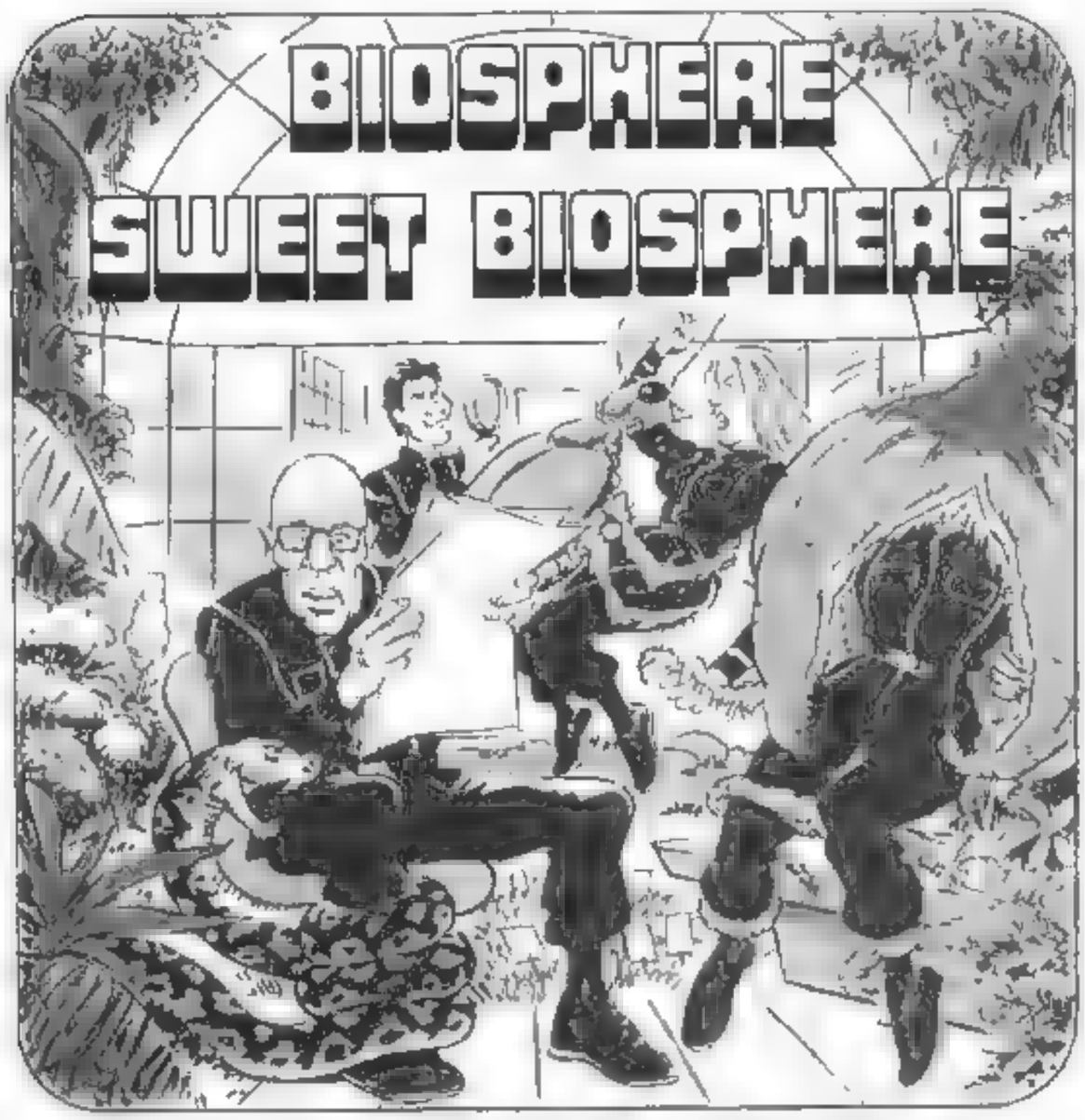


MY FIVE SENATORS

Charlie Keating stars as a lovably crooked S&L operator with a brood of five demanding legislators to support! One needs a $500,000 "loan," another wants a free trip to the Bahamas, while another simply has to have a $1,000-a-plate fund-raising dinner! Good ol' Charlie handles them all with a dash of panache—and lots of cash to boot!



By day, he's mild-mannered Ted Kennedy, hard-working liberal senator. But after dark, he's Supreme Party Leader at the wildest night spot in Palm Beach, a den of debauchery that makes Animal House and Porky's look like a quilting bee! Uncle Teddy's Place...where the beer runs like water...and the women run like hell!



There's never a dull moment when four men and four women share a self-contained habitat in the Arizona desert with thousands of plant and animal species for no good reason, except your entertainment! In the season finale, the African dung beetles are over-breeding, the Rainforest has fungus rot and Benjamin catches Freddy and Margot fooling around in the CO2-Exchanger Pod!

It's romance in the Occupied West Bank, as sworn enemies of the Intifada find that love conquers all! Shlomo's a dashing lieutenant in the Israeli Defense Force; Fatima's the beautiful but head-strong Palestinian agitator whose rock hits him like Cupid's arrow! Together, they discover that nothing comes easy for two rollicking young lovers whose people are bent on annihilating one another!

FLOP CULTURE DEPT.

FADS THAT NEVER QUITE

SLAPPING HIGH TWENTIES

PIZZA FRISBEE

ORGANIC SNEAKERS

RUBBER HEADSET HOLDERS

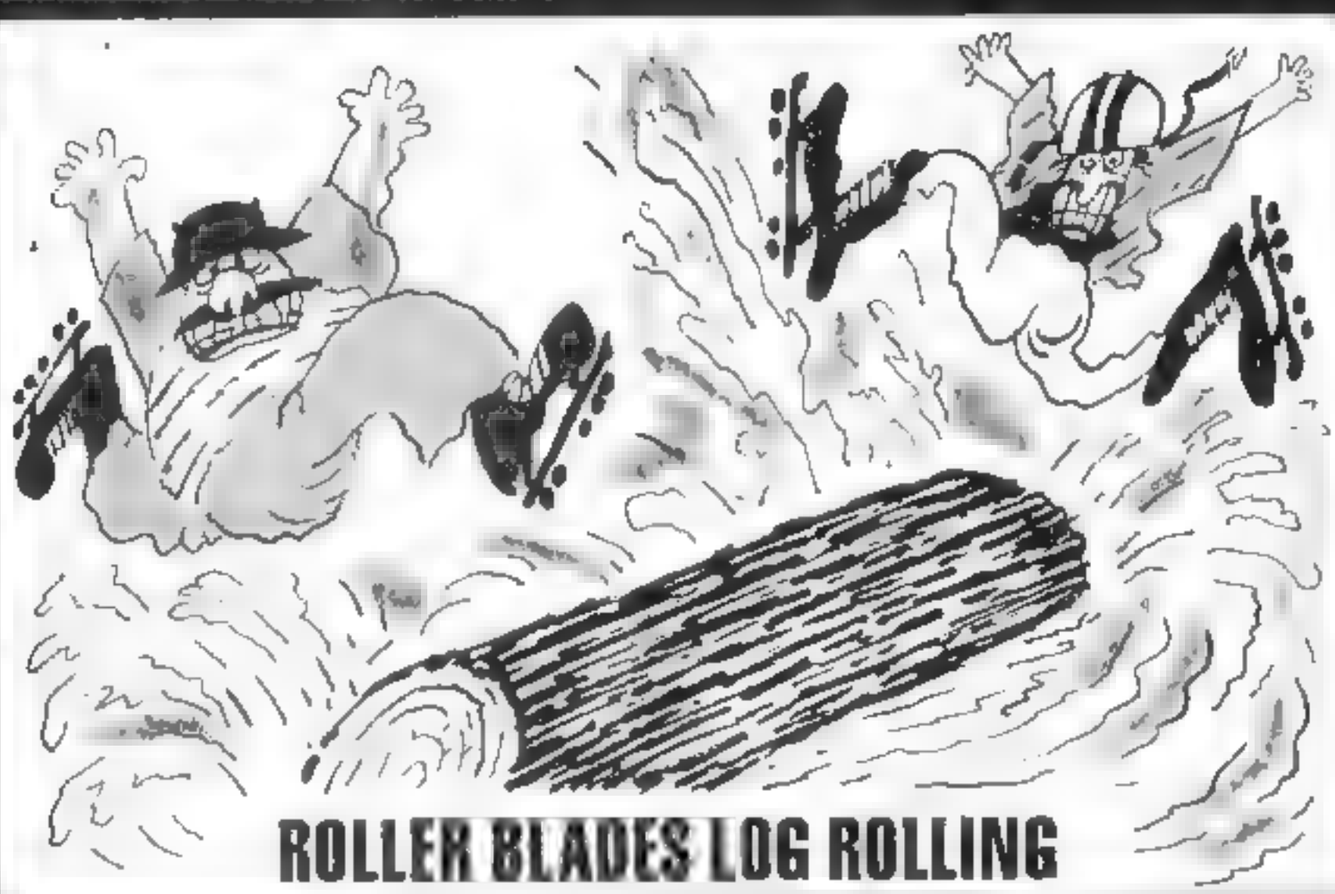
KILLER BEE MOONING

CAUGHT ON!

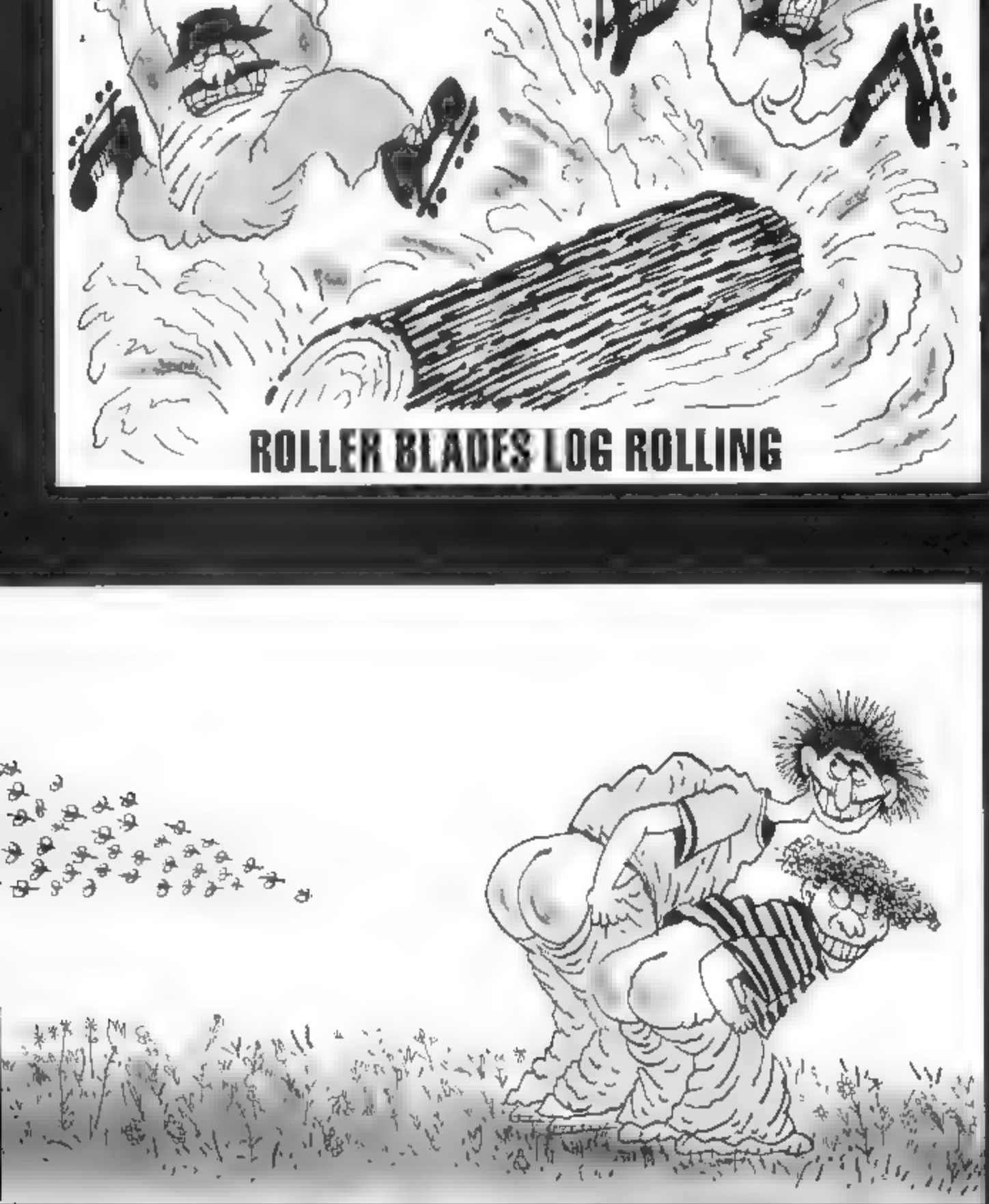
ARTIST AND WRITER: PAUL PETER PORGES

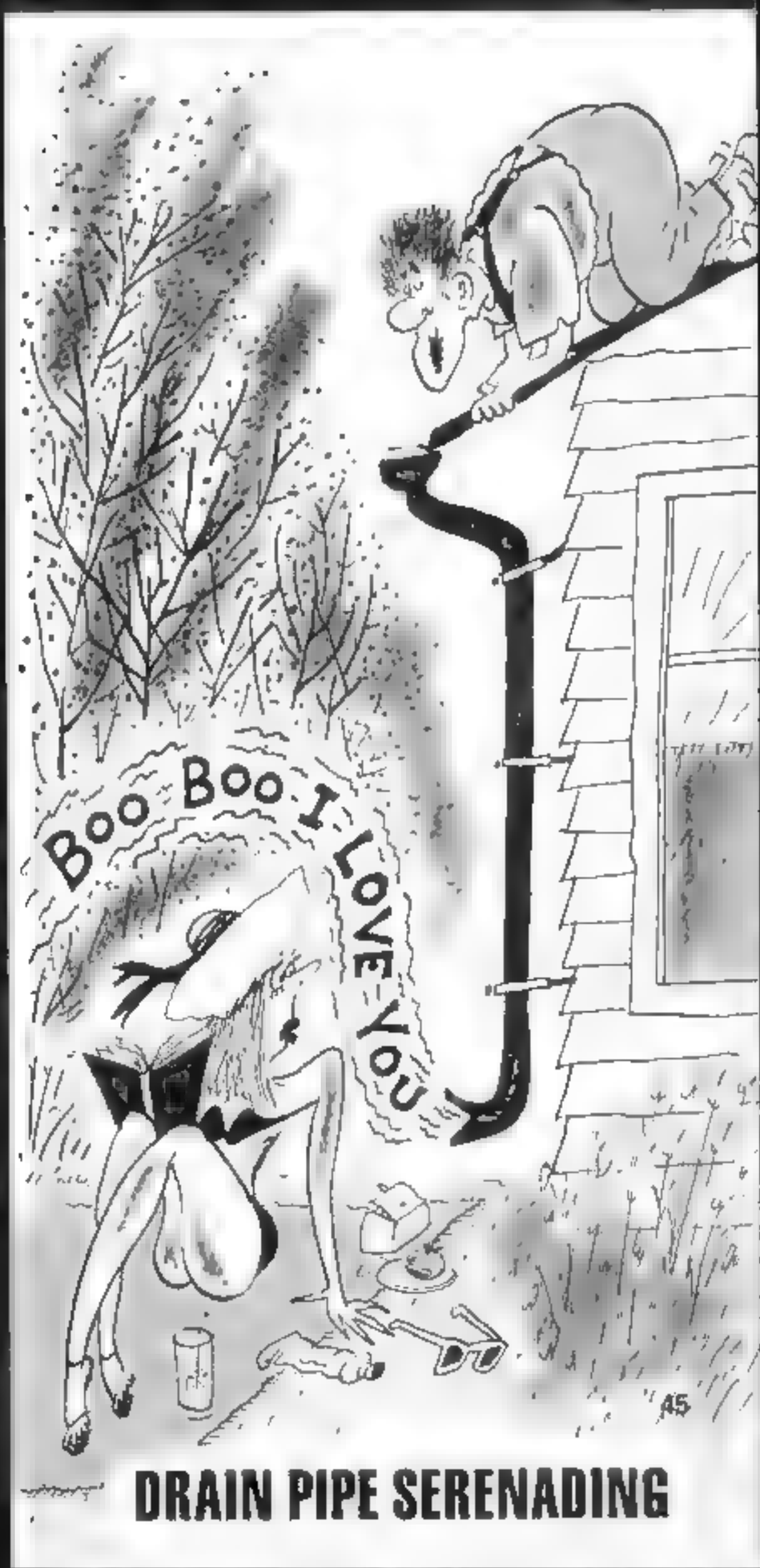
HOLE IN THE PYRAMID HAIRDOS

GOLDFISH SNIFFING



ROLLER BLADES LOG ROLLING





DRAIN PIPE SERENADING

Now that you've had your fill of Dan Rather, Ted Koppel, Tom Brokaw and all the others spouting off about the Presidential election, it's time you learned the truth. We've scrutinized all three candidates, and found they're all...

Un-electable—
You've been a bust!
Un-electable—
You've lost our trust!
Un-electable—
You're doomed to fail!
Though we'll miss the jokes
About Dan Quayle
What's . . the . . use . . of hanging on with you!
Down . . the . . tubes . . our country's gone with you!
Ev'ry-one . . says
You blew . . it . . as Prez!
Debt . . we've . . got that's uncollectable!
To . . the . . vo-ters you're rejectable!
Read . . our . . lips—you're unelectable now!
SAFE SAX
SOAP

Alfred E. Neuman for President! *Sure he's dumb!*
But name something smart the others have done!

UNELECTABLE

ARTIST: RICK TULKA WRITER: FRANK JACOBS

(Sung to the tune of "Unforgettable")

Un-electable—
You're fading fast!
Un-electable—
Check out your past!

Un-electable
That's where you're at!
Cuomo wouldn't run—
Thank God for that!

Duck-ing . . ques-tions very quick you are!
Twice . . as . slick . . as Tricky Dick you are!
Not . . on-ly . . you—
There's Hil-lar-y, too!

Seems . . you . . don't come off respectable,
Squeaky-clean . . or disinfectable!
Face . . it, . . Bill, you're unelectable now!

Un-electable—
Beyond a doubt!
Un-electable—
You chickened out!

Loads . . of . vo-ters backed you loyally
Till . . you . . split . . and screwed them royally!
They . . bought . . your . . spiel,
But you . . weren't . . for real!

Un-electable—
You had your fling!
Don't expect a call
From Larry King!

Keep . . your . . cash—you're unselectable!
Your . . cam-paign's not resurrectable!
Bye-bye . . Ross, you're unelectable now!

Who's electable?
Well, not we three!
Who's electable?
Just Alfred E!

Don't . . put . . down . . his imbecility!
That's . . the . . key . . to his ability!
Times . . may . . be . . grim,
But wor-ry? Not him!

He's electable—
We're all agreed!
Now that he's jumped in,
We all concede!

Though . . his . . brain is disconnectable,
Sometimes . . e-ven undetectable—
He's . . the . . one who's most electable now!

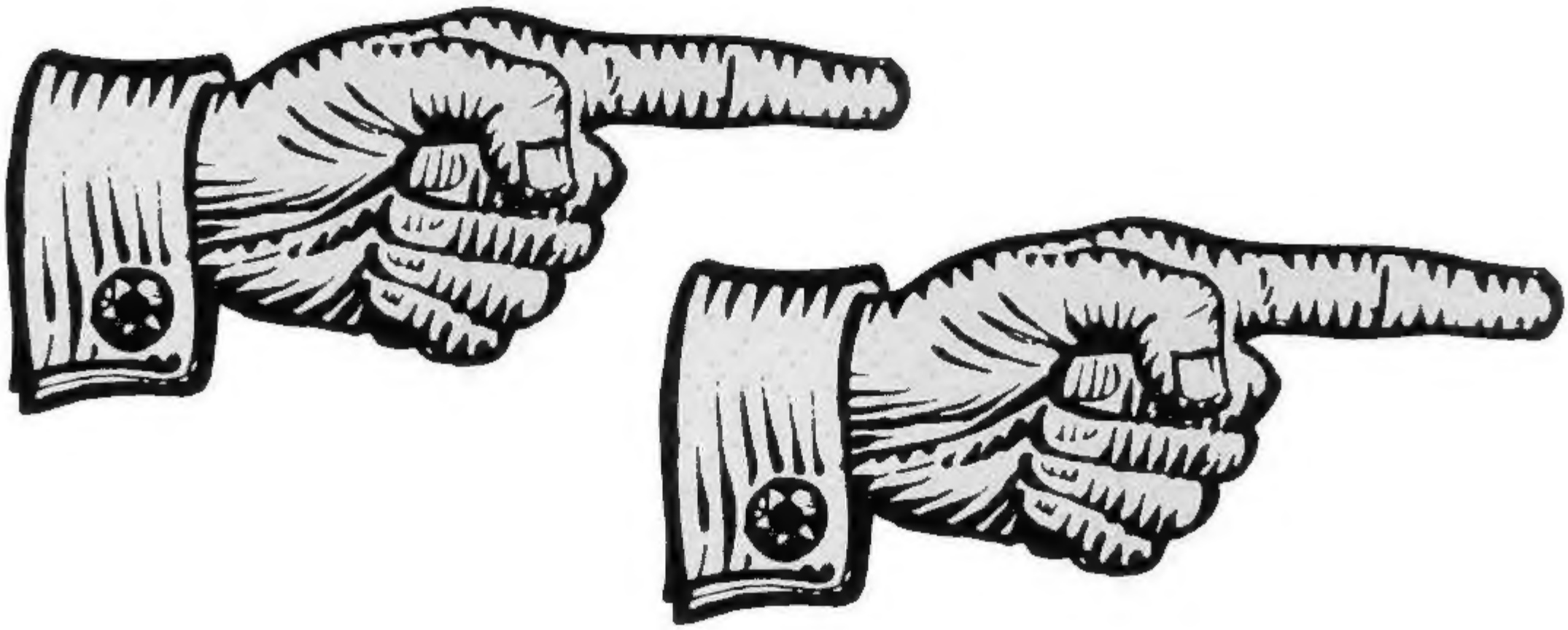
W.I.N.
(Write In Neuman)
in '92!

ALFRED E. NEUMAN
PRESIDENT

NEW YORK
CAL
VOT NEUM
POTRZEBIE
IDAHO
ALASKA
NEUMA IN '92
TULKA

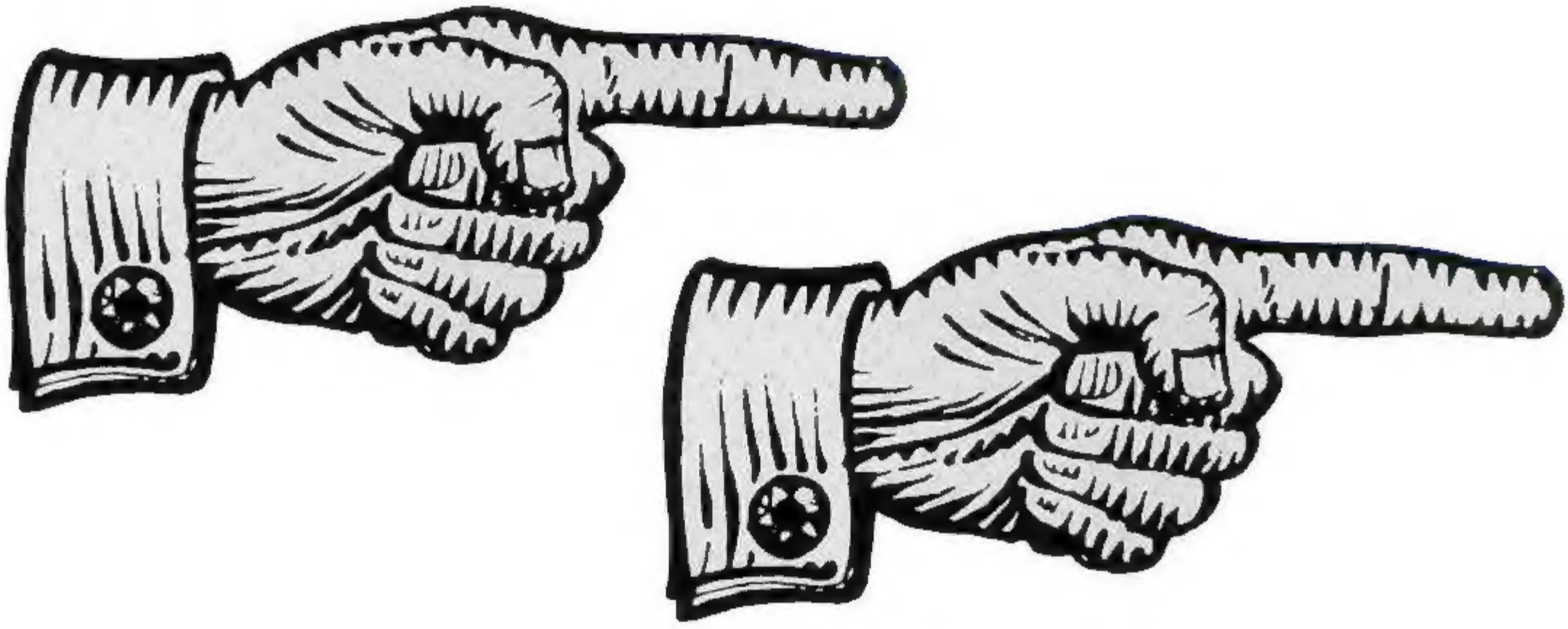
WHAT, ME WORRY?

MAINE
NEUMAN FOR PRESIDEN
TEXAS
OHIO
NEVADA
FLORIDA
NEUMAN IN '92
VOTE ALFRED
NEUMAN



Nothing to see here!

Please skip ahead.



WHAT'S THE MOST EFFECTIVE WAY TO DEAL WITH REPEAT OFFENDERS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

These days, certain shifty and sleazy criminals take advantage of the ins and outs of the law. To find out how to put an end to this, simply fold in page as shown in diagram to the right.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

DOES OUR SYSTEM TRAIN CROOKS SO THEY DON'T RE-ENACT THEIR LIVES OF CRIME? NO! WE NEGLECT THEM AND THEN PAY FOR IT WITH HIGHER TAXES

A ▶ ◀ B

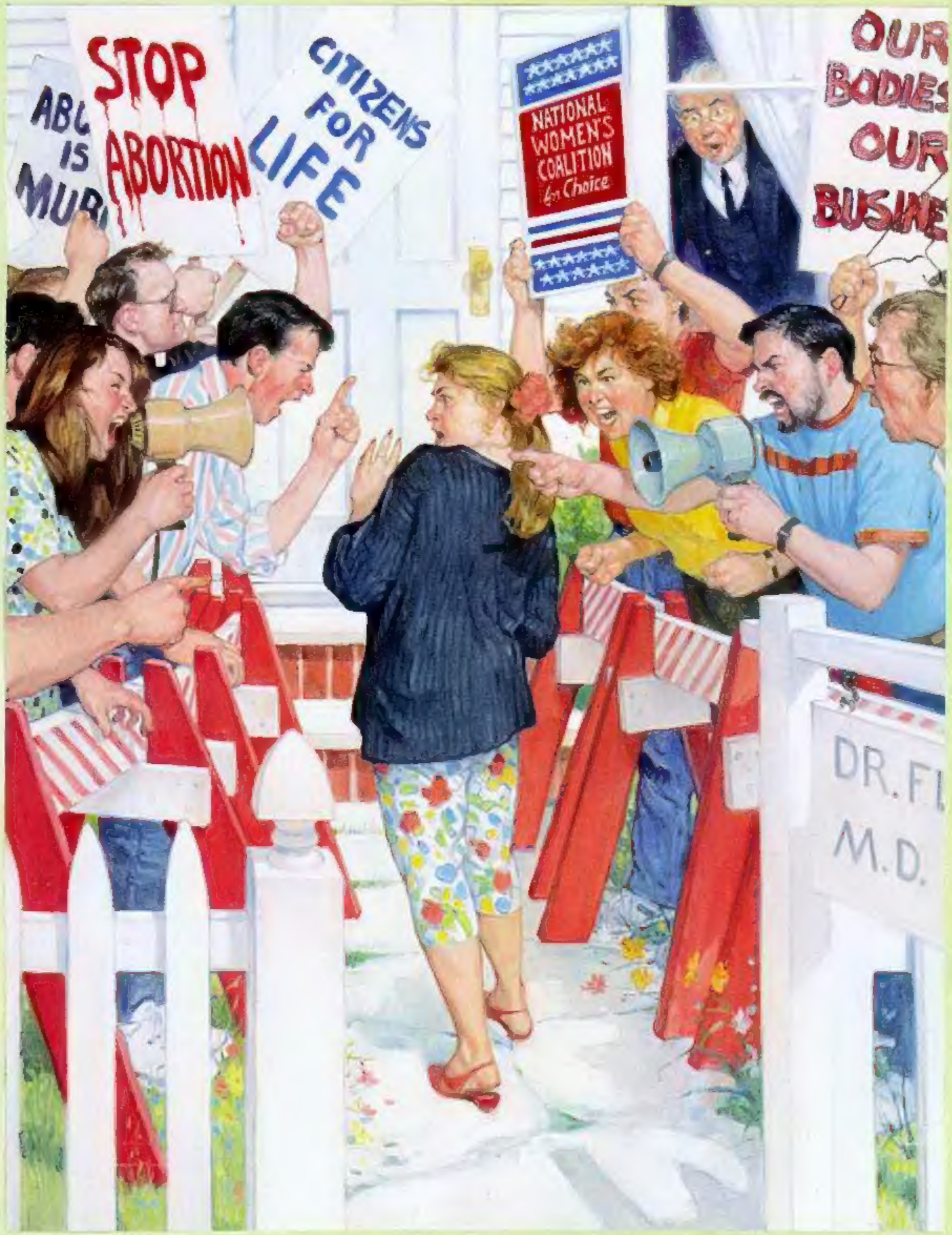
WHAT'S THE MOST EFFECTIVE WAY TO DEAL WITH REPEAT OFFENDERS?

FOLD PAGE OVER LIKE THIS!

A▶ ◀B FOLD BACK SO "A" MEETS "B"

DON'T
RE-ELECT
THEM

A▶◀B



If Norman Rockwell Depicted the 90's
"Saturday Morning at Doc Fletchers"